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**“Advanced Engineering Schools” as a Movement  
o Technological Sovereignty of Russia:  
Individual Character of Teaching  
and Practice-Oriented Approach in Project Installation**

The article considers the urgency of the individual character in teaching and practice-oriented approach in the context of “Advanced engineering schools” Federal project installation. The project is directed at high-technological branches of economy highly-qualified workers supply and increase of technological sovereignty of Russia. The authors stress the importance of individual character of teaching and development of digital educational services for improvement of the quality of specialists training. The article captures preliminary data of the project’s installation which prove the effectiveness and demand in a corresponding branch personnel training.

The purpose of the article is to describe the approaches to individual character of teaching within the framework of engineering personnel training, which is rather urgent in connection with the production processes improvement, with the industrial growth and reorganization and new information technologies installation. The authors conclude by saying about the necessity to reconsider the approaches to organize educational process and special training of students by using flexible hardware teaching and learning models and information code database

**Keywords:** technological sovereignty, individual learning paths, “Advanced engineering schools”, practice-oriented approach, modern education

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**Special Buildings for People’s Libraries Construction Plans  
in the Projects of Zemstvo Library Network Creating  
(End of 19th — Beginning of 20th Century)**

The article for the first time considers the issue of special buildings for people's libraries construction in the projects of Russian pre-revolutionary library network. Having analyzed differences in various kinds of library networks including those based on the "library radius" the author stresses the role of the First All-Russian Librarianship Congress and of the First All-Zemstvo Public Education Congress in working out the norms of library networks and requirements to library buildings. The article gives examples of technical-economic projects of special buildings for people's libraries which were developed in Vladimir, Voronezh, Kostroma, Nizhni-Novgorod, Novgorod, Olonets, Penza and Ufa provinces.

**Keywords:** national libraries-reading room, library networks, library radius, library buildings construction, building library fund, library building project, library museum, museum library, "Alexeev's" libraries, People's House

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**To the Issue of Municipal Libraries  
Regional Networks Development Perspectives**

At the present stage municipal libraries regional networks are experiencing considerable changes including closing of libraries, transformation of libraries to the structure of cultural and leisure institutions, amalgamation with not-core organizations. The issue of choosing the perspective of library service development in different regions and territories (as members of traditional centralized library systems or cultural leisure institutions) is escalating. The searches of the answer to the question if the model of centralized library system as an optimal tool of the libraries service organization, have determined to conduct a certain study on the examples of three RF subjects – the Mordovia Republic, Altai territory and the Leningrad region. Using electronic survey 245 heads of municipal libraries, centralized library system and their affiliates as well as heads of sections/departments in cultural leisure institutions and heads of central libraries of the regions under study have been interviewed. Based on the information received the authors arrived at the conclusion that only 16,7 % from general samples survey data connect current issues of an institution functioning which are very often coincide with the same problems of a library sphere on the whole, with the library organizational and legal status. However, the model of a Centralized Library System as a ground to preserve the municipal libraries regional network development has been supported by 65 % of the respondents and 9 % have chosen the variant with the selective implementation of the model in the region's libraries. Central libraries' heads of the regions mentioned above while being interviewed expressed the opinion that centralization principle allows to optimally organize libraries' functioning but one of them considers to implement classical structure of centralized library

system in rural areas will not always be rational. The results of the survey give grounds for the conclusion that the position of municipal libraries regional networks and their functioning based on the situationality principle is not stable. They also show that their specialists lack clear understanding of their institutions' future. In this respect the role of Central Library in RF subjects as actors of library policy of the region is constantly increasing.

**Keywords:** regional library networks, municipal public libraries, library service organization, centralized library system, cultural-leisure institutions, library policy, libraries' functioning issues

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### **Modern Man Artificial Intellect Cultural Mechanism Rejection**

The article considers the issue of the modern member of a society artificial intellect (AI) cultural mechanism rejection. Formation. The author confirms that this mechanism is the result of public opinion survey, mass culture products where AI is depicted hostile to man, a wide range of AI threats in a scientific discourse. Having used cultural-historical and evaluation methods based on the inter-disciplinary and system-synergetic approaches the author has discovered the factors of forming this cultural mechanism. They include, first of all, negative experience of using the technologies formed by the mankind during XX-beginning of XXI centuries; secondly, consequences of AI hominization and "naturalization" (inferiority feeling along with the low confidence in human nature, uncertainty in civilization value); thirdly, guilt of constant use of dangerous AI services giving much comfort. All these factors are worsened by understanding that AI is used to protect from dangers produced by AI as a result of which such protection is practically unreal. The author points out that cultural mechanism of rejection prevents its full understanding by the members of a society and makes their lives filled with stress, disturbs to correctly evaluate the AI advantages and makes them fear the loss of their own identity. The article draws a conclusion that a human being is afraid of AI first and foremost because it frightens him and doesn't suit him in himself – aggression, inclination to ruin something, xenophobia, love of power, striving for occupation, inability to get along with other people and inability to form an equitable society.

**Keywords:** artificial intellect (AI), culture, cultural mechanism, AI rejection, psychology

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## Artificial Intelligence in the Context of Modern Elite Autocratic Control

Modern society development especially during the last decades is characterized by such new technologies and social relations which get principally new nature and can hardly be explained within the framework of learning methods worked out by certain sciences. Thus, appearance and broad appliance of artificial intelligence technology puts before the researchers the problem of unity and difference of artificial and natural intelligence which appears impossible to be solved by technologists by all modern accessible means. At the same time development of new technologies considerably change social processes and take the interrelation between people out of the limits of the spheres which were earlier controlled by the elite part of the society. Interdisciplinary researches applied for the solution of separate aspects of the above-mentioned problem and show its rather general essence that can be possibly studied in the context of philosophical approach. Along with the philosophical approach used to separately analyze artificial intelligence and the elites the researchers manage to fix important peculiarities of each phenomenon separately. We think the most substantial experiences can be achieved when the problem is treated as a modern culture problem, i. e. on the grounds of the applied culture-philosophical analysis.

**Keywords:** artificial intelligence, control, elite, culture-philosophical analysis

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## Creative Industries in The Artistic Culture Space: Models of Functioning

The article considers the issues of creative industries development. The author points out the factors influencing the urgency and demands of creative industries in artistic culture. The author considers creative industries as a process (set of conditions, implemented technologies) and the result (final product) of innovational models and services adoption in the artistic culture sphere synthesizing both esthetic and utility effects influencing the audience. The article also analyzes three models of creative industries (on the basis of culture division into mass and elite segments): exclusive, inclusive and mass.

The author of the article systematizes definitive distinctions of every model and initiative representing each type of them.

**Keywords:** creative industries, creative economy models of creative industries, exclusiveness, inclusiveness, massiveness

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## **Inclusion of Native Small-Numbered Peoples of the South Central Siberia into Modern Art and Avant-Garde Creative Activity**

The article considers the issues of including elements of history and culture of the native small-numbered peoples into the creative activity of some of modern art representatives. The author analyzes their appeal to the South-Central Siberia native peoples' culture and how they promote the protection, study and transfer of the national culture code to the next generations of people living in different cities, towns and settlement of our country. The article also contains the results of the analysis of this phenomenon urgency as a response to the social inquiry of ethnological, ecological and environmental enlightenment in the society.

**Keywords:** culturology, art, Avant-Garde art, ethnography, native small-numbered peoples, Shorts, Tuvinians, Todzhinians, South Central Siberia, Sayano-Altrai Territory

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## **Perspective Megapolises Culture Transformation Vectors: Big Cities Cultural Policy Urgent Key Points**

The article considers the issue of loneliness in big cities transformation: transfer of the given problem from psychological to cultural sphere. The article also describes one of the resources of modern megapolises development intensification such as close-together dwelling of large groups of people. The author offers the concept of cultural policy directing at overcoming of domestic isolation in big cities and determines the conditions necessary for urban communication including diffuseness, permanence, openness, loyalty. He describes the key qualities, inhabitants of big cities, sociality and subjectivity, explains a new vector of big cities cultural policy – formation of axiological-normative standards of grounds of communication intensification in big cities by means of formation of local crowd-funding platforms. This approach will allow considerably increase social-cultural activity of local communities and deliver accessible and maximum objective expertise of ideas and initiatives proposed by the inhabitants and form culture of responsibility and collaborativity in big cities. The article enumerates the examples which prove the possibility of communication intensification in a big city such as “comfortable conditions for competition of initiatives”, “horizontal interactions”, “announcing of the most interesting personal projects”, “existence of local supporting social ratings”, “account of essential mainstream of the supported projects in the urban policy and authority decisions”. In conclusion, the author gives the mechanism of cultural policy withdrawal beyond public understanding.

**Keywords:** cultural policy, megapolis, big city, social atomization, cultural initiatives, communications intensification, crowdfunding

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## **Symbolic Aspect of Actors' Clothing in Latin America Culture of Protest**

The article considers symbolic aspect of Latin America protest culture subjects' clothing. Clothes serves as a translator of its carriers' ideas. Political culture za Mexico, Columbia, Bolivia and Ecuador as a bright example of its participants' clothing politization process. Peculiarities of clothing allow to reveal several styles of vestimentary preferences of Latin-American left politicians and other culture of protest actors. Besides the author offers to disclose the reasons of applying to these styles having stressed cloy ties with such phenomena as traditions and cultural specific peculiarities of the region and ideological directives.

**Keywords:** political symbols of clothing, style, culture of protest, Latin America

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## **Health Mythology: Concept and Phenomenon of Modern Culture**

The article considers the phenomenon of modern health mythology uniting mythologized conception of health, illnesses and their treatment. Health mythology comprises also mythologems of medical workers and medical procedures, different forms of alternative medicine, mythologizing of health and illness images in mass media, advertisements and other social-cultural institutions. The full content of mythology of health is given through the topical analysis of its typologies. Being constantly modernized the mythology of health inspires the elements of scientific-rational knowledge that doesn't make any contradictions in bricolage logic of myth. The author shows that mythology of health is not a rigidly structured mechanism but a heterogeneous "network" of interaction of different actors, who differently mythologize topical network "cell" in different situations. Heterogeneous character of mythology leads to its social-cultural meaning different evaluation: from harmfulness and necessity to liquidate to objective irremovability and use of its unique positive potential. The article also gives reasons for the second evaluation approach as rather fundamental and fruitful. The author grounds for medical journalism in decreasing negative aspects of mythology of health and use of its positive aspects.

**Keywords:** healthcare, mythogenesis, mythologems, health, illness, medical treatment, myth's logic, professional medicine, medical journalism

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## **Similarities and Differences of Colors in Four Languages (Russian, English, French and Chinese)**

The given article considers the issue of colors perception in different languages — Russian, French, English and Chinese. Each language has its own color perception but there are many expressions and word combinations in which we can find similar view on the nature of color. In this respect, the issue of perception of color in different languages becomes rather interesting and is directed at searching of common features and different color qualities depending on a language.

**Keywords:** color, language, perception of color, color terms, the color pattern

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### **Theoretical and methodological approaches to understanding the phenomenon of folk costume**

The main issue of the given article is the folks costume in the context of different humanitarian approaches and their corresponding methodologies. We consider the folk costume as a traditional set of clothing and other elements (accessories, shoes, haircut etc.) determined by some social group connected as a rule, with a particular geographic area, method of management (more often the way of farming), ethnicity, social-structural status (peasantry as a class/social category) and possessing some specific cultural pattern.

All approaches have been dedicated to clearly understand the phenomenon of folk costume. All of them have been differentiated not by the principle of their scientific-disciplinary belonging but on the principle of substantive dominance. Among them are historical-ethnographic (historical, territory-geographic, structural-methodological and functional evolution of the folk costume); semiotic (folk costume iconic expressive nature); identification (folk costume abilities to simultaneously integrate both general and different folk costumes owners' costume codes); pedagogical (folk costume as a tool of socialization, inculturation and personality adaptation), etc.

**Keywords:** culture, costume, folk costume, Russian folk costume, methodology of folk costume learning

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**Image of a Scientist: Biobibliography Recommendation Potential  
(Samarin Alexander Yurievich: biobibliography materials /**

**S. Vavilov Institute for the History of Science and Technology, RAS;  
responsible editor and compiler S. S. Ilizarov. Moscow: Yanus-K, 2023. 247 p.  
(Series “Russian historians of science and technology”; issue 11)**

Reviewing of a new biobibliographical resource donated to Chelyabinsk allows to characterize and highly evaluate not only the edition and high-quality compilation work but also to show multifacetedness of the famous scientist of the XXI century, Doctor of the Historical Sciences Alexander Yurievich Samarin. Having been marked by certain examples that bibliographical tools allow to fix and translate to a society enormous work done by the scientist, diverseness and interdisciplinary character of his scientific communications including invisible ties with Chelyabinsk, dynamics of his scientific and research preferences, importance of his work for the scientific community. The author shows that the structure of the bibliographical resource, its additional signs reasonably demonstrate the directions of A. Yu. Samarin’s versatile activity, both scientific and organizational, administrative, which proved by a great number of documents. The authors have cleared up that the edition under review stresses the importance of preparation summarizing, generalizing bibliographical resources for a personality positioning, showing its contribution to science and practical activity and at the same time recommendations to young scientists reading circles and possibilities for interactions.

**Keywords:** biobibliography, Samarin Alexander Yurievich, S. Vavilov Institute for the History of Science and Technology, Russian State Library, Series “Russian historians of science and technology”