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### **BIBLIOGRAPHY LANGUAGE: GENESIS, FUNCTIONS AND ROLE IN INFORMATION ENVIRONMENT AND SOCIETY FORMATION AND DEVELOPMENT**

**Abstract.** *The document-centrist concept of O. Korshunov dominates in modern bibliography science. It's should be creatively modernized and supplemented with the appearance of new scientific knowledge. In this aspect we have supplemented it with more extensive concept of secondary information and its varieties along with its functions differentiations into tribal inherited from former information forms and specific ones (which explain the cause of a new information kind appearance). Bibliographical information specific function allows separating the last one from other secondary informational phenomena. Communicative and valuation functions are trial together with instrumental, model and other ones. Tribal functions can be revealed at every information environment level. The article represents different kinds of informational barriers and rules of information environment creating secondary informational phenomena and explaining their functioning. They include not only physical (time, distance) but also objective barriers generated by documentary communication such as assortment, de-unified and other ones. Metamorphism law functioning explains the complexity of informational phenomena studying, the law of different kinds of information appearance – the hierarchy of information environment and specific variety of documents functioning inside it. The author gives a shorter but very capacious definition of “Bibliographical information” notion based on logical reasoning and conclusions.*

**Keywords:** *information environment, intersectoral information legislation, secondary information, bibliographical information, properties, functions, definition*

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### **MEMOIRS BOOK BY SCIENTIST: TYPOLOGICAL FEATURES**

**Abstract.** *Typological features of memoirs books by the scientists working in the sphere of the natural sciences namely subject, purpose and reader's address are considered. Though state standard 7.60-2003 "Issues. Main types. Terms and definitions" doesn't select similar issues in an independent type they represent special group of issues which are characterized by the features. Specifics of a subject of such books consist in connection of the natural-science and humanitarian elements of contents that is shown on examples of concrete issues. The general, universal beginning which is in the natural objects and the natural phenomena is reflected in the natural-science elements. Humanitarian elements represent special and single beginnings, that is the social and individual and personal beginnings concluded in descriptions of science society and stories of the scientist about himself. The purpose of these books is predetermined by their subject and is very multidimensional. There are a popularization and a humanization of the natural sciences and the natural-science knowledge in the forefront. Professional orientation function and function of impact on formation of the other scientist are also actual. The reader's address of memoirs books by scientists is characterized by relative width. Similar books are of interest as to the readers who aren't going in for the natural sciences and to experts of the same and the related areas. Historians of science, sociologists of science, science theorists, philosophers of science belong to special category of readers. Memoirs books by scientists working in the sphere of the natural sciences are carried by us to a special group of the popular scientific issues. In comparison with the other book popular scientific issues on the natural sciences the issues of memoirs by scientists have wider reader's address due to presence of the developed humanitarian component. In comparison with the memoirs book by the humanitarian scientist the memoirs book by the natural-science profile scientist always is non-uniform according to contents: natural science elements are interfaced with humanitarian character elements here.*

**Keywords:** *book, memoirs, scientist, natural sciences*

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## **MODEL CONSTRUCTION OF AUTOMATED CONTROL SYSTEM IN THE RUSSIAN UNIVERSITY**

**Abstract.** The article deals with the problem of constructing an optimal model of automated control system in the Russian university – ACS University – a term introduced in 1970–1980ies in the Soviet Union and was the beginning of the project, covering more than 50 largest universities in the country, is relevant in the present period. There are two main modern approach to building ACS University in Russia – to develop a system on their own educational organization or use of the system, purchased from the largest developers. We give the most vivid examples of the application of both approaches, briefly described the composition of components (modules) systems.

The authors point to the need to find the optimal composition of the elements included in the ACS University, for the majority of educational institutions with regard to their dimension, industry-specific educational organizations, as well as the total cost of acquisition (development) and support systems. It is assumed that a sufficient effective management of educational activities in many universities require a system comprising not more than 10 interconnected modules, conventionally divided into two main groups within the framework of the proposed model on the principle of direct or indirect connection with the management of the educational process. In addition, attention is drawn to the need for the relationship with the "external" modules group, which includes software products of various oversight bodies (mainly formed by the Ministry of Education and Science), a periodic filling of the information which is mandatory for universities. The importance of ACS University both in terms of effective management of educational activities and the level of informatization of the university as a whole.

**Keywords:** automated control system, universities, ACS University, model

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## **“BIBLIOTRANSFER”: THE PROJECT OF THE CHELYABINSK STATE INSTITUTE OF CULTURE AND ARTS OF ORGANIZING REGIONAL HIGHER EDUCATIONAL INSTITUTIONS STUDENTS ACADEMIC EXCHANGE**

**Abstract.** Academic mobility and exchange are important indicators of guaranteeing the right of students to study and carry out research studies in other educational institutions. As a result higher professional education reforms the role of the regional processes is raising. Different projects of academic mobility allow higher educational institutions to overcome this tendency and help the students to integrate into educational processes of other regions and countries, to enrich their own professional competence.

During the years 2015–2016 the “Bibliotransfer” project of regional high schools students’ academic exchange has been implemented in the Chelyabinsk State Institute of Culture and Arts. The students and teachers of 8 higher educational institutions training bachelors in specialty 51.03.06 “Library-informational activity” participated in this project. The program of academic exchange contained 72 hours (including 36 contact hours) and consisted of three key directions: all-Russian students scientific conference “Library world in the eyes of students”; lectures, trainings and tutorials of leading teachers of library-informational activity and culturology and sociology chairs of the institute; professional excursions and presentations of socially important projects of the Chelyabinsk region libraries. This arrangement promoted the participants’ “immersion” into “educational environment” of the Chelyabinsk State Institute of Culture and Arts, stipulated additional incentives for educational and practical activities of students and opened new vision of future profession, developed professional competences and in the long run promoted deeper their professional qualities. As for the teachers the project has become the ground for experience exchange, solutions of higher library education complicated problems and the reason for further development of academic mobility within the frames of the united professional environment directions.

**Keywords:** “Bibliotransfer” project, academic exchange of students, higher library education, students scientific conference, regional higher educational institutions of culture

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### **FEDERAL STATE EDUCATIONAL STANDARD OF HIGHER EDUCATION: CHANGES FORMAL OR SUBSTANTIAL?**

**(on the example of educational standards in publishing business)**

*Abstract.* To understand the sense of changes taking place in higher education guidelines and to outline the ways of further educational process improvement we have analyzed the federal state higher education standards (on the example of the specialty 42.03.03 "Publishing business"). First of all the structure and content of the basic educational program is being examined along with the new requirements to the training quality of graduate-students in three state higher educational standards from the position of their substantial component and their realization terms.

The results of the analysis have determined the positions with no or inessential changes. It was revealed that the educational structure and requirements for its realization of bachelors training program had been substantially transformed.

Both positive and negative items have been revealed as a result of high schools independent bachelors training programs preparation. The changes of graduate-students competences list taking into account the program's orientation on certain fields of knowledge or field of activity and their connection with qualification characteristics of an expert and further with professional standards have also been surveyed.

The main conclusions of the survey include training characteristic changes as well as high schools availability to work according to the requirements of educational programs and didactical materials standard.

The authors point out high schools perspectives in the improvement of training at the expense of using distant educational technologies and network forms in realizing educational programs and creating new technologies and corresponding didactic materials.

**Keywords:** federal state educational standard, undergraduate studies, competences, educational program

## **PART II. CULTUROLOGY**

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### **CULTURAL STUDIES AS A SYSTEM OF KNOWLEDGE**

*Abstract.* They author substantiates the understanding of culturology not as a classical scientific subject that has been pointed out by object-subjective principle but as a scientific paradigm based on the problem interpretation of man's social activity motivated by extra-utilitarian guidelines of the mind.

Culturology differs from other scientific directions by researching several systemic objects (rather mass-scale ones to be the subject of other special sciences researches) including culture, society, human being, modern time and man's existence essence. The main uniting beginning in this object-subjective variety of private directions of culturology is a single problem perspective of the understanding of culture, society, human being, modern times etc. All this brings culturology together with synergetic and post-modernism as the directions of cognition.

**Keywords:** culturology, culture, society, human being, social activity, extra-utilitarian motivation, psychological satisfaction

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### **CORPORATIONISM AS OBJECT OF CULTUROLOGICAL JUDGMENT: TO STATEMENT OF THE PROBLEM**

*Abstract.* This article is devoted to judgment of a phenomenon of corporationism in its various values: "corporationism in culture", "corporate culture", "culture as corporationism", "culture of corporationism". The author analyzes concepts and theories of judgment of corporate culture in business approaches, own perspective of research – functioning of corporate culture in the context of art activity is presented. In article specific aspects of an existing of corporationism in the sphere of art come to light (on the example of theater), subject research fields for further culturological interpretation of the specified problem are allocated.

**Keywords:** corporationism, culture, corporate culture, art culture, art, theater

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### **THE INFLUENCE OF THE POSTINDUSTRIAL ECONOMICS ON THE LOCAL CULTURAL LANDSCAPE**

***Abstract.** The article deals with the problem of the influence of the postindustrial economics on the local cultural landscape in the light of the formation of the culture industry and creative industry. It is emphasized, when passing from the wide-sweeping industrial manufacturing to the innovative economy, the culture, that played the special role in the planning of the territories development, is taking the key importance. The author points out that, it is the cultural identity, language, traditions, architecture and human skills that comes out to be the unique cultural resource, that forms the local cultural landscape. In terms of Crimea, it is shown the possibility of using the local cultural assumptions in the development of the creative industry such as cultural tourism. The article states that the condition of the culture in the region is the essential component of the successful development in the context of the current postindustrial economics, where as the condition of the culture is understood not only as the high art and institutionalized culture, but the everyday material and cultural demands.*

***Keywords:** postindustrial society, innovative economy, cultural landscape, region, culture industry, cultural tourism, cultural resource*

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### **M. KAGAN AND HIS SCHOOL: THE PERSONALITY OF THE SCIENTIST IN THE CONTEXT OF THE HUMANITIES**

***Abstract.** The article focuses on the well-known Russian philosopher M. Kagan. Appeal to his heritage is important in the context of modern humanities, developing relying on scientific achievements of the past years, and these achievements should be comprehended in historical aspect as well as and in aspect of their importance and relevance in the present time. The heritage of the Petersburg scientist is considered in the aspect of scientific continuity from past to future. The author analyzes the influence of the Leningrad scientific school on the formation of the personality of the scientist. We consider the development of M. Kagan scientific approach – from system one to system-synergetic. There are his scientific activity steps: since the problems of aesthetics, M. Kagan later turned to the theory of human activity, philosophy of culture, ontology... M. Kagan as a teacher: the students and the followers.*

***Keywords:** M. Kagan, system approach, synergetic approach, aesthetics, theory of human activity, philosophy of culture, ontology, Kagan scientific school*

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### **REGULATORY AND ADAPTIVE PROCESS OF NATIONAL ART CULTURE IN THE ASPECTS OF ITS SUBSTANTIAL VALUE BASIS**

***Abstract.** Disclosure of regulatory and adaptive aspect of national art culture staticizes researches of its valuable and substantial basis.*

*One of the purposes is consideration of a social and psychological context of the group phenomena and processes, behavioural the practitioner, as, for example, here "ceremony" which, from the point of view of "general" experience, plays function of "group protection". Search of answers to what people with its help what here psychological, spiritual or other prize, what forces they would like to put in action try to reach – defines methodological approaches of research. For this purpose philosophical, folkloristic, phenomenological development of the real folklore practice reproducing in a varying degree the phenomena apprehended from "last" ethnic collective in recognition of processes of a formation of myths in the ways of development of the world is attracted. Research showed that the regulatory and adaptive aspect of national art culture consists in humanitarian pithiness of its "social and safety" function. In it behavioural practitioners of "biounit" (an individual, group, communities) are reflected in evolution from a condition of a indivisibility, syncretism of processes informative and*

*spiritual before emergence of historical consciousness in projection on concept of integrity of sociocultural collective (topological, dynamic, structural, ethnic, etc.).*

*It is obvious that the national art culture appears in aspect of the valuable organization of activity where, actually, its adaptive and regulatory beginning (in the most ancient forms) reveals through social and psychological to a component, in unity of biologically inherited and cultural and historical people in life, in reflection of national and psychological features of development of their culture.*

**Keywords:** *archetypes collective unconscious, national art culture, mythological forms of life of cogitative categories, regulatory and adaptive aspect, culturological aspect*

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### **FAMILY PERSONALITY TOLERANCE FORMATION PROBLEMS (SOCIAL-PHILOSOPHICAL SURVEY OF WESTERN PHILOSOPHERS CONCEPTS)**

**Abstract.** *Modern society globalization process touches upon the interests of different states, social groups and confessions that sometimes cause conflicts. That is why to study the tolerance phenomena is very urgent today. At present two main approaches to the tolerance studies are used in the western literature at present. The first approach interprets tolerance in the context of the newly-defined political liberalism while the second one considers normative pluralism of today as the liberal theory grounds damages and is rather close to post-modern concepts according to its grounds.*

*The objective of this survey is to disclose the family personality formation notion. The author gives the tolerance classification of M. Walze and P. Nickolson and determines the borders and ideals of this notion (P. Nickolson). Tolerance is considered as value and social norm of a civil society and revealed in the right of every member of a civil society to be different; in ensuring of steady harmony among different confessions both political and ethical and other social groups; in respect to different kinds of world's cultures, civilizations and peoples; in readiness to understanding and cooperating with people with different appearance, language, views, customs and beliefs. Contextual approach to the solution of inter-cultural problems and tolerance notion definition become more adequate at present.*

**Keywords:** *personality, tolerance, culture, justice, value, ideal, ethnocentrism, norms, rules*

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### **TRAVEL AS A SEARCH OF SELF-IDENTITY**

**Abstract.** *The article is concerned with the current problem. Travels became an essential element of modern society and one of its major characteristics. The analysis of works and articles devoted to the investigation of the phenomenon of travels showed the necessity of deeper philosophic understanding of this topic. In this article there is an idea that travels conduces to the disclosure of mechanisms of self-cognition in particular and of one's own culture in general. The author proceeds from the viewpoint that it is the move away from native and unoppressive that conduces the activation of the mechanism of self-cognition and self-reflection in view of the disturbance of usual behavior. Regarding this topic within a historical context affords clearer proof of the author's viewpoint. In every affected period beginning with the antiquity the author finds the examples of travels as a search of selfidentity.*

*However some peculiarities are proper to every epoch. In the antiquity travels promoted the increase of individual self-consciousness through the intellectual development. Another peculiarity is characteristic for the Middle Ages. Self-cognition was accomplished through the tariqah by way of the pilgrimage. From the 15 century travels have been regarded as a preparation for the cognition of a man giving such lessons which were especially necessary for the social life. Beginning with the 19 century the spectrum has been developed. Travelling is a possibility to talk to oneself, to think and it is a search of self-identity and the way to cognition and truth. The author comes to the point that the representative of one culture begins to think about the peculiarities of ones elf's world perception only when he understands that it is not at least an existent unique. Just travels conduce to the comprehension of personal subconscious forms of perception, emotional reactions, mentation, behavior and evaluation.*

**Keywords:** *travel, identity, self-cognition, encounter, with Other, native culture, other culture*

### PART III. ART STUDY

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#### **“IN RUSSIA STATE SHOULD THINK ON ART”:**

#### **MINISTRY OF ARTS IN DISCUSSIONS DURING THE REVOLUTION TIME (1917). Pt. 2**

**Abstract.** The article is the second part of a study on the phenomenon of “the Ministry of Art”, the idea of creation of which is actively discussed during the revolutions of 1917. The author analyzes the report of V. Kurbatov “Do we need a special agency of fine arts?”, delivered at the meeting of art and science persons, held on 7 March 1917 in the Institute for history of arts. On the basis of archival materials author writes on the course of debate concerning this report, as well as its consequences. The history of the commissions established following a meeting on March 7. Has been analyzed and their relationship with the general cultural context of the era and the work of similar institutions in Moscow were established. Along with the position of the supporters of the report examines the views of those who opposed the idea of creating a Ministry of Arts. In this regard, the report of S. Makovskii, which rejected the idea of a ministry, becomes an important source. The author examines the arguments of S. Makovskii and establishes its relationship with more general paradigms in the understanding of the phenomenon of art and culture, typical for Russia in the early 20 century. Obtained during this study materials allow for a fresh look at the cultural policies of the Bolsheviks in the early years after the revolution. We can see some connection between their initiatives and projects put forward by liberal-minded public during the February Revolution.

**Keywords:** Ministry of arts, revolution, museum, A. Benois, V. Kurbatov, Institute for history of arts

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#### **CORRELATION OF MUSICAL DICTION AND MUSICAL INSTRUMENT TYPE**

**Abstract.** This work is urgent in a new sight on the essence of musical articulation as diction when a musician produces music from his instrument with the priority of correlation of accent and softness of the performed music. To find the correct solution of the problem the author appeals to modern data of instrumentation where the articulation peculiarities are considered in connection with the nature of a musical instrument. He makes an attempt to divide all instruments into accent-short-sounding and soft-long-sounding ones depending on the attack of sound formation peculiarities and character features of its further production. Comparing these different instruments tones formation we can point out their articulation tasks differences. The most important thing for accent-declining sound character instruments is sounds curving and fading confronting with the reference ones. The instruments with the natural softness of a tone attack require the achievement of its firmness, sharpness which is especially important for active character music. The key moment in the musical diction for the variety of musical timbres is the gradation of the moment of sounding starting with barely perceptible and subtle to maximum substantial and at times even hard. Correlation of sounds according to the coherence and separateness criterion is a very important additional characteristics because being connected into a binding they become less important against the sounds separated from the binding as well as comparison of short and full sounds connected with the sounding capacity expansion or reduction when articulating their sound capacity. Understanding of all these questions can help fully realize the mechanism of musical articulation and declamation on the whole.

**Keywords:** pronunciation, articulation, instruments with accent-short-sounding and soft-long-sounding, musical expressive means

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#### **IMAGE OF THE WORLD AND ITS EMBODIMENT BY MEANS OF RITUAL BELARUS SONGS MUSICAL EXPRESSIVITY**

**Abstract.** In the context of the research paradigm developed in ethnomusicology which was orientated to integral complex knowledge, the most perspective approach is the multidisciplinary one. In structural linguistics, semiotics, cultural and social anthropology, ethnology and after them in musicology and ethnomusicology comparative analyses of linguistic, ethnographical and musical materials connected to basic cultural concepts which correlate with the leading anthropological categories in existence have been developed. Among central problems lies a general picture of the world that mirrors the archaic observation of the world. Its roots are not only in Indo-European, but also in the much more distant historical past of Balto-Slavonic peoples and their cultures.

*Traces of the old historical processes connected with world outlook, mental logical syntactic view, remained by method of ownership. Music has its own mode of action in such own way as it is with verbal material or movement.*

*There are feelings, experiences, associative sound appearances which are personified in it. Sometimes they are not realized to the end but no sooner than driving at. The task of the research is to reveal the ways of generating musical expressivity's meanings, senses which are encoded in the canonized ritual musical structures, and related to this, to analyze specific features, the characteristic vocal techniques which are distinctive offer all for them.*

**Keywords:** cry, rituals-processions, dances, games of mess

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### **ORGANIZATION FEATURES IN LYRICAL SONGS OF LYAMBIRSKY TATAR-MISHARS**

**Abstract.** *The article is dedicated to special aspects of modal organization in lyambirsky tatar-mishar's multisyllabic lyric. Novelty of this paper is connecting with selection of local song traditions of lyambirsky tatar-mishars, living across Republic of Mordovia, as separate object of research. Most important and ethnically representative among other genre elements are lyric songs and beits, which are similar in relation to musically-stylistic structure. Lyric songs and beits were consistently analyzed, followed by findings: range of anhemitonic scale expansion, peculiarity of hemitonic correlation insertion, melodic development in song.*

*According to analysis, lyric songs and beits have some characteristics, which are fit in general picture of pitch organization in tatar-mishar's songs. It concerns anhemitonic scale expansion, basic methods of hemitonic correlation insertion. Thus, in local area among five scale forms of anhemitonic pentatonism the scale 3-2-2-3 was spread mostly.*

*Besides, ways of semitonal correlation inclusion through adding as auxiliary and passing notes within intrasyllabic melody, and combining in melodies of various types of anhemitonic pentatonism are commonly-used. These methods lead to creating "semitones in distance". Meanwhile the structure of lyric songs and beits of lyambirsky tatar-mishars has specific characteristics. For instance, just few tones, which create semitone correlation, can be serve as auxiliary and passing notes. Moreover, their inclusion is restricted by certain melodic situations.*

**Keywords:** ethnomusicology, tatar-mishars, lyric songs, beits, modal-scale structure, scale, anhemitonic, hemitonic, pentatonic, range

## **DISCUSSIONS**

### **V. Triodin**

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### **SOCIAL-CULTURAL ACTIVITY OF A STATE AND A CIVIL SOCIETY**

**Abstract.** *A state possesses the monopoly on the legal usage of power for the protection of law and order within its territory and defense from external actions, and exists "not to admit hell" (according to N. Berdyaev) at that. However a state not always succeeds in avoidance and elimination of such negative phenomena including those politically stipulated as repressions, terrorist attacks, corruption, anthropogenic and ecological catastrophes etc. A state is becoming ubiquitous (being engaged in politics, economy, language protection, morality, mental health etc) mostly due to the scientific-technological advance. In this respect the issue of personal information security is especially burning.*

*Greatness of a state is determined by such "psychological structure" as statesman (patriot). State socialcultural policy can be discredited by the examples of pseudo-patriotism.*

*Social-cultural activity being amateur by nature embraces all spheres of human activities; its ability to social organization brings it closer together with the civil society. Vivid interaction of a state and public organizations will by all means be affirmative.*

**Keywords:** social-cultural activity, Russia, statesman, patriot, civil society, state

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### **LIBRARY AS A SOCIAL-CULTURAL ENVIRONMENT**

**Abstract.** *Social-cultural projecting of a library is stipulated by searching a social sense of library activity during the liberal arts crisis that threatens stable development of modern Russia. The axiological aspect of cultural processes reflected in the logic of a new direction in the state cultural policy is considered by a library as a cultural institution as a keeper of verbal texts expressing value-semantic world picture. The social mission of a library is to help its readers to comprehend verbal texts, i. e. to draw and understand the values and meanings included in the texts while reading them. Implementation of the social mission supposes deep differentiation of library communicative function based on a new type-forming indication of the readership classification and formation of new social cultural usage on the grounds of technologies differences in socialization and enculturation.*

*Social cultural environment of a library is a multilevel environment integrating interests of a personality, culture and a society and including value-semantic pictures of three levels – personal, social and transcendental.*

**Keywords:** *social sense of library activity, axiological aspect of cultural processes, value-oriented cultural policy, cultural activity personality-oriented technologies, socialization, enculturation*