

PART I. INFORMATION AND COMMUNICATION SCIENCES

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**DUTCH “MANUAL FOR THE ARRANGEMENT
AND DESCRIPTION OF ARCHIVES”: 120TH ANNIVERSARY
OF THE ARCHIVAL SCIENCE PUBLICATION MONUMENT**

Abstract. *The article analyzes the role and place of the Dutch “Manual for the Arrangement and Description of Archives”, published in 1898. The paper considers the prerequisites for the development of the Manual, gives a brief overview of its content, as well as the impact on the development of the Soviet archival science and archival business. The initiator of bringing the archives in order was the Dutch archivist Samuel Muller. He also headed a Commission to develop the Manual. The Commission included Robert Fruin and Johann Feith. The manual consists of six chapters, one hundred articles and comments to them. It has been noted that the basis of the Dutch archival order represents the synthesis of the French principle of “respect” for the archival collection (Provenience principle) and the German principle of preserving the record keeping structure within the archival collection (Registration principle). The key theoretical concept of the order of organization of archives was the document and its structural relations. The ideas of Dutch archivists in the second half of the 20th century in the USSR were developed in the studies of V. N. Avtokratov.*

Keywords: *foreign archival science, funding, archival collection, foreign archives, Samuel Muller*

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**SCIENTIFIC PUBLICATIONS MODERN FLOW OF DOCUMENTATION AS AN
OBJECT OF LARGE ACADEMIC LIBRARIES LIBRARY STOCK FORMATION**

Abstract. *Development of documentation flow and its representation system, technology of its realization in different formats apparently influences the policy and technology of library stocks formation. A number of factors influence the system of scientific knowledge where the results of theoretical and experimental scientific researches. They include reduction of academic book-publishing part and scientific publications market; transitioning of scientific publications flow from traditional to electronic version; widening of open network scientific resources; globalization of scientific researches resulting in the growing number of Russian and foreign scientists' publications; artificial stimulating of scientific workers' publication activity; appearance of knowledge exchange new infrastructures. Academic libraries are under the influence of these factors. But not only these last ones influence*

the library stock formation. The solution of the scientific literature accessibility problem is of the utmost importance for scientific libraries. The article contains the results of the analysis of scientific documentation flow modern state along with the academic book-publishing system and points out new tendencies in policy and technologies of acquisition process. The role of a scientific library is being changed under the influence of the existing problems. However, its main function remains unchanged – to provide access to the scientific content in all formats. Main directions of academic libraries development are connected with the searches of new ways of archiving and management of scientific data, development of search tools, organization of open access scientific resources and communication platforms on which the scientists should receive all necessary information.

Keywords: *academic libraries, documentation flow, scientific documents, academic book-publishing, scientific monograph, scientific publications, library stock formation, electronic resources, open access*

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CONCEPTUAL APPROACHES TO THE CULTURE INSTITUTES INFORMATIZATION: BASIC STAGES

Abstract. *The problems of formation and development of the processes connected with informatization, which took place in the Russian institutes of culture in the modern period, are divided into three time periods: 1) 2000–2008 (appearance in the universities of the branch of development of conceptual nature related to informatization); 2) 2009–2012 (discussion and comparison of the principles and level of informatization in branch universities); 3) from 2013 to the present time (in-depth study of individual, but important problems of informatization of cultural institutions).*

The author believes that each of the above mentioned stages has its own peculiarities, historical preconditions and consequences. Thus, the main prerequisites for the first historical stage in the culture institutes was the emergence in Russia during the 1990s a number of important documents affecting informatization which were approved at a high state level. And with the beginning of the centralized state policy in the field of the informatization of education in the cultural sector, conceptual developments related to the informatization of higher education institutions of this field have appeared. Significant development in the field of informatization during the 2000s in a number of high schools of culture entailed an objective need for information about what is happening in other culture institutes, in the industry as a whole, presenting their experience and achievements, and exchanging views with colleagues. The result of the second stage was the holding of major conferences that took place at the beginning of the 2010s and gathered the majority of heads of information directions of culture institutes.

As the prerequisites for the third (current) stage, significant changes are proposed to the Russian legislation (the entry into force of the Federal Law “On Education in the Russian Federation”, the annual monitoring of the effectiveness of higher educational institutions, etc.) that began in 2013. This entailed the need for in-depth study of individual, but important, problems, for example: the problems of constructing a university's EIOS and its effective interaction with EBS; problems of optimization of management of educational process of high school by means of automation of the basic working processes.

Keywords: *informatization, institute of culture, historiography, automated management system, electronic information and educational environment, electronic library system*

PART II. CULTUROLOGY

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THEORETICAL MODELS OF CULTURAL GLOBALIZATION IN THE DIGITAL AGE

Abstract. *The construction of a theoretical model of the phenomenon has a great research potential for revealing its functional and historical links, attributes and forecasting the development of this phenomenon in the future. Globalization is a phenomenon, the study of which has a high level of conjuncture. Despite a large number of published works, there is still no clarity regarding the time of the onset of globalization processes and their profound nature. Within the framework of hypothetical modeling, four main scenarios of globalization can be singled out: integration, convergence, unification and universalization. The subject analysis of cultural interaction scenarios implemented in a global cultural space allows to clarify and correct the main aspects of the current cultural policy. Globalization as integration is an irreversible historical process that continues throughout the history of humankind with varying degrees of intensity. Globalization as unification, universalization and convergence are historically local phenomena that can be reversible. The current stage of globalization obviously takes place within all four scenarios and theoretical models, and we cannot identify the dominant option. Contrary to alarmist expectations, the multifaceted nature of contemporary globalization contributes to the preservation of the cultural diversity of mankind and, perhaps, even strengthens it, encouraging the culture to actively and dynamically develop.*

Keywords: *The digital age, the information society, globalization, globalism, cultural globalization, mondialization, cultural diffusion*

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ART MARKET MANAGES THE CULTURE MACHINE

Abstract. *Confrontation of contemporary art aimed at the experiment and usage of non-traditional techniques and materials, at shocking of people (public), and traditional (realistic) based on craft and school is obvious today. Art market regulating the interest (including material as well) to this or that work of art considerably influences the situation. In this respect museums, exhibitions, biennale, festivals, auction houses play a very important role in promoting works of art to the art market. In the age of art commercialization and considerable changes in artist – audience system (a spectator influenced by post-modernism, interpreting the work of art and constructing its essence is equal to a creator) supervisors and art-dealers determining the importance, value and prices of these or those works of art come to the forestage. If the prices of works of art of the past are determined by the age of a work, be the name of the author, provenance etc. the modern works of art – by many-level system of creating the image of a concrete work of art and/or by the creative activity of an artist on the whole. The author shows the public opinion formation mechanisms of value and prices of some works of art on the example of contemporary artists famous works.*

Keywords: *art-market, museums, galleries, exhibitions, biennale, festivals, art-dealers, auction houses, traditional and modern art, artist, supervisor*

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MEMORIALIZATION PROCESSES IN MODERN CULTURE

Abstract. *The demand of a perspective of cultural memory is caused in many respects by the maintenance of a historical and social development context of a modern civilization – the total acceleration, transformation of all spheres of life of a society galloping rates of progress. We have divided a diverse research array of a memory-perspective into two most general approaches – conceptual (consideration of a phenomenon of memory in a theoretically-informative, historical and cultural key) and applied, connected with interest in forms of visualization, memory objectivization in culture space. Within the second approach one of the most relevant is the problem of a memorization of modern culture is (acceleration of rates of updating the content of cultural memory, influence on its external factors and so on). The main emphasis in this article is placed on the judgment of a problem of official and unofficial forms of memory under “a memorial era” (P. Nora) conditions. The author shows modern processes of a memorialization originality and inconsistency.*

Keywords: *memory, memorialization, memorial era, P. Nora, memory updating*

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IMAGE-BUILDING CULTURE IN THE CULTUROLOGICAL APPROACH CONTEXT

Abstract. *The notion of image-building culture is conceptualized in the context of culturological approach, structural-functional, evolution and activity paradigms, acmeological, axiological and other principles. Image-building culture is studied as a social counterpart of general culture of man, it determines the purposefulness of man's life and his successes in professional activity and projects the strategy of his communication and socialization in altruistic perspective. Image-building culture is also the personal value and ground for fulfilling his life mission by means of professional functions and personal success as a part of useful ministry to the society. If image can be created by anybody else from outside, artificially, without unnecessary efforts of its owner, image-building culture can be formed only independently on the ground of self-analysis, self-development, constant progressive perfection, education in image-building-cultural technologies items.*

For full understanding of the image-building culture from the position of non-uniformly scale the article analyzes its characteristic features on different levels: on the individual level – image-building culture of a personality; on the collective level – image-building culture of a society, of a social group; on the sub-collective level – image-building culture of an integrated community united as a rule by one but determining factor, for example, the place of residence (territory/region).

Image aspersion on the level of a personality occurs mainly as a part of professional culture, competency or professionalism as a whole necessary for self-realization of a person during all his life.

Sociality as an important counterpart of image-building culture shows the necessity of accounting of culture, norms adopted in a society. Image of a social group (organization) – is its generalized image which is accepted by other social groups representatives. Group image carries typical views of the given group, its behavior model, determines its parameters, character and activity value.

Tasks of national and international scale resulted in shifting of civic consciousness of the image-building culture to the foreground along with democratic freedoms as a necessary condition of a personality existence, univer-

sal values, cross-culture, openness and loyalty to different cultures etc. Image-building culture as a macro-scale phenomenon includes compulsory correlation of its own state interests with basic human values, search for authenticity and congruence, formation of positive message congruence in the world's mass media, universal adequate context of the information environment, literate visualization of "news reports" etc.

Keywords: *culturological approach, image-building culture, person's image-building culture, image-building culture of a society, image-building culture of a sub-society (regional/urban/territorial), image-building culture of an organization*

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THE HISTORY OF FOREIGN MUSEOLOGY AS A PART OF CULTURAL HISTORY: MAIN INTELLECTUAL PARADIGMS OF DEVELOPMENT

Abstract. *The purpose of the article is to analyze the development of basic intellectual paradigms of museological knowledge in the context of culture of a particular period and to establish the degree of their correlation. The "archaeological" project of humanism contributed to the formation of its foundations. Its characteristic feature was aspiration for materializing knowledge, and, therefore, attention to the practices of organizing its bearers. The dissemination of Cartesianism was the decisive factor, as it stated the rigid dualism of subject-object relations as the basis of world perception. Revolutionary changes at the turn of 18th – 19th centuries contributed to the manifestation of philosophical aspects of museological knowledge, which were reflected in the field of aesthetics. The transition to the next stage was connected with the spread of evolutionary ideas. They determined the interest to the historical aspect of the formation of the museum institute ("the origin of the species"), and also to improvement of the technique of its work ("struggle for existence"). In the second half of the twentieth century the development of museology was more explicitly, than it had been before, associated with the socio-political context. It led to a dichotomy in its development in the bipolar world. On the one hand, a special understanding of the relationships between theory and practice, characteristic for Marxism, contributed to the development in the Warsaw bloc museology as an independent academic discipline. On the other hand, the practice-oriented approach connected with the philosophy of pragmatism and the influence of structuralism ideas contributed not only to the formation of a more situational understanding of museology in the West, but also to the expansion of the object of its attention towards to a more holistic concept of "heritage". Contacts between representatives of these two directions, that began in the late 1970s – 1980s, and the "cultural turn" in social sciences have led to conceptual heterogeneity, characteristic for the modern museology.*

Keywords: *culture, museum, museum studies, museology*

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MUSEUMS, LIBRARIES, ARCHIVES: RETURN TO INTEGRITY OR PRESERVE IDENTITY?

Abstract. *Recently, discussions on the integration of heritage institutions – museums, libraries, archives – have become much more acute. Modern studies explain the need for the synthesis of these institutions by the genetic community of their origin in the form of a syncretic documentary institution, the generality of functions, the new*

acquisition vectors for “non-core” types of documents, the interchange of technologies and communication models. A. V. Sokolov characterizes the documentary nature of these institutions through the concept of semantic information. But the information and documentation approach is not sufficient for the analysis of document modes specific for different documentary institutions. A subtler instrument for studying the document in the heritage system is a cultural analysis that allows us to consider the problem from the point of view of cultural-historical conditioning and the conditions of social relevance of institutions, as well as the needs that they satisfy.

The subject of the study in the article is the cultural interpretation of the reasons for the differentiation of the syncretic documentary institution and the emergence of various modes of the document in the system of preserving social information. Particular attention is paid to the socio-cultural specifics of the museum document, as well as its “fitting” to the conditions of the library social institution.

The differentiation of the syncretic documentary institute and the specification of documents were due to the need for the reproduction of culture through specific cultural forms of documentary communication. These forms determined the specialization of the established documentary institutions – the museum, the archive, the library. Their essential differences in the future were reflected in the formation of an industry normative base of institutions, technologies, competencies of professionals, special organization of the object-spatial environment. Reality, which is perceived externally as a synthesis of institutions, in essence is the realization of marketing approaches. This form of implementation of the synthesis seems to be incorrect. Prospects for integration are seen in the search for matching, correlating strategies. Their development is a factor of sustainable development and preservation of the identity of established documentary institutions, which at this stage are more relevant than a return to integrity.

Keywords: cultural studies, museum, library, archive, document, information and documentary approach, semantic information, A. V. Sokolov, culturological approach, cultural form, museological document

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SOUVENIR GIFTS IN MUSEUMS: MODERN CASE-PRACTICE

Abstract. Globalization of the economy and the peculiarities of post-industrial society with the prevalence of services over the sphere of production had an impact on tourism, giving it a market character so we can talk about the emergence of a new type of tourism, which can be called museum tourism. Museum tourism has become a means of internal mobilization and adaptation to the market conditions, a way of shaping business policy, clarifying the objectives of the activity and determining the strategy, the opportunity to build external relations, to develop a special policy of the Museum opened to the surrounding world. Museums in their activities are increasingly focused on the mental characteristics of the Museum audience, offering new popular forms of interaction with visitors. It is important to expand the range of souvenir gifts, which is implemented, in particular, and in museums. The existing range of souvenir gifts is quite difficult to classify, because there are constantly new objects and products that attract the attention of tourists. Nevertheless, it is possible to present the most generalized classification of souvenir gifts, to identify the main functions that are characteristic of Souvenirs.

The case practices under analysis can help promote souvenir gifts production and make it more popular among the tourists.

Keywords: souvenir gifts, museums, museum tourism, museum product, souvenir, case-practice

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CORRELATION OF LITERARY WORK AND ITS SCREEN VERSION CONCEPTUAL MODELS (on the example of the novel “One Flew Over the Cuckoo’s Nest” by Ken Kesey and of the same film by Miloš Forman)

***Abstract.** The author compares conceptual models of a literary and audio-visual text on the example of the novel “One Flew Over the Cuckoo’s Nest” (1962) by Ken Kesey and its screen version by Miloš Forman (1975, Miloš Forman’s Films). The urgency of the survey is determined by the necessity to justify the conceptual autonomy of a literary work artistic setting to the motion picture language. The following methods of testing have been used: conceptual analysis for determining main concepts of a literary and cinema work, and for the explanation of relations of autonomy/heteronomy between the novel and the film; cognitive modelling for constructing the models of the novel’s and its screen version’s concept sphere; literary work and its screen version comparative analysis to point out common features and differences. Rightfulness of usage of conceptual analysis methods and cognitive modelling of concept sphere of a literary work in lingua-culture science is based on the views and ideas of R. Frumkina, V. N. Toporov, V. Z. Demiyankov, H. S. Kubryakova, L. G. Babaenko. According to the methods of conceptual analysis of original literary texts of the novel and the film “System” and “Freedom” are considered as nuclear concepts of the novel and “Life”, “Death”, “Individualism” and “Society” are by-nuclear ones, while “Imprisonment” and “Freedom” are nuclear concepts of the film and “Regulations” and “Fun”, “Selfishness” and “Scope” are pre-nuclear ones. Comparing the conceptual models of the novel and the film we see that concept spheres of the novel and its screen version though preserving nuclear-conceptual unity differ greatly by the main characters-narrators and by by-nuclear pairs of binary oppositional concepts. Differences of the film from the novel are proved by color-visual and audio-visual means of the film’s motion-picture language. Common features and differences revealed by the survey persuasively prove the autonomy of the film to literary ground – the novel – on these works concept sphere level.*

***Keywords:** concept, conceptual model, conceptual modelling, audio-visual text, literary ground, screen version, Ken Kesey, Miloš Forman*

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SOCIOCULTURAL SPACE “SAFE HAVEN” IN MODERN FOREIGN LITERATURE

***Abstract.** The article contains the analysis of foreign writers’ literary works looking for the meaning of life and gaining harmony especially in the novels “Safe Haven” by N. Sparks and “Safe Harbor” by D. Steel. The author of the article identifies the problem of woman’s liberation from the pressure of daily routine and public concerns. The study has revealed that the authors point out a very important philosophical problem of modern man’s (woman’s in particular) existence in a society. The above mentioned novels idiosyncratically reflect modern social-cultural situation of a big and a small city, show moral-ethic components which help or disturb the relationships within a society and a family. Provoked by different everyday situations, by different cataclysms of existence one has to refuse from the previously stated objectives, to state a new one hoping to find a “safe haven”, harmony with social-cultural environment and oneself.*

It should be noted that the idea “of overcoming difficult everyday-life situations” as a definite form of self-expression touched upon in the works of foreign writers is a characteristic feature of many characters in modern literature. The survey has proved that a “safe haven” formed in the mind of a literary character is not only the place of calm and comfortable life away from people’s bustle. In reality it is the optimal social-cultural environment where man having found harmony in the surrounding world changes his visions and moral stance and values that help to understand the deep sense of existence.

Keywords: *the meaning of life, man, woman, perspectives of existence, the idea of overcoming, literary characters, socio-cultural space, harmony, relationship*

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USING NARRATIVE APPROACH AS METHOD OF CULTURAL ANALYSIS IN GAME PRACTICE

Abstract. *Formulated by D. Hume the Induction Problem is quite relevant also for personality traits research in context of cultural identity. Enumeration of any number of characteristics as large as desired will never guarantee completeness of this descriptive system. However, we propose heterophenomenology and narrative research methods as probable problem solution. We specify narrative method as method of cultural research. In the light of heterophenomenological method we propose to research not only content of self-reports but also the fact and the context of those self-reports. In this way we could create a strong ontology of such answers and construct solid logical system of those self-reports. This sequence of self-reports could be also used as solid narrative for further research. Both of these methods are used as part of cultural analysis of larger scale. This could be possible if we use several narratives for comparison to detect difference before game practice and after. An example of this methodology is experiment that consist of several short interviews and small game practice. During the experiment the subject provides a few narratives of specific themes after that, takes part in a small game and finally again provides narratives. With those narratives researcher could find with heterophenomenological approach some difference to draw conclusions about the subject of experiment.*

Keywords: *game practices, cultural analysis, narrative approach, game, game methods*

PART III. ART STUDY

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ILLUSTRATION OF CHILDREN'S BOOKS IN MODERN JAPAN: MAIN PRINCIPLES AND BASIC NAMES

Abstract. *The Japanese tradition of children's book illustration is one of the most interesting phenomena of culture. It occupies a specific position both in contemporary art space and in the context of modern culture. At the same time, the study of the children's Japanese book and book illustration was extremely fragmentary: as a rule, were considered its individual aspects or related directions. The Japanese children's book and illustration rarely attracted attention as a phenomenon of culture or systemic cultural phenomenon. At the same time, this analytical direction and this material is important both as a study of an artistic precedent and as a form of research in the space of culture.*

At the same time, its research was extremely fragmentary and was associated with a number of difficulties: the Japanese illustrative tradition uses a different than European system of artistic solutions. This article aims to examine the main elements of book graphics in Japan and identify the main names associated with the formation of modern Japanese book graphics. Within the framework of the research are systematized the main names of modern Japanese children's illustrations. Also are outlined the basic principles of the transformation of the children's books. The article is devoted to the specifics of children's book illustration in modern Japan.

Keywords: *graphics, book illustration, children's book, visual system, the phenomenon of modern culture, Iwasaki Chihiro, Kayako Nishimaki, Shinta Ho, Kazuo Iwamura, Takehide Harada, Chisato Tashiro, Jura Komine, Ayano Imai, Koh and Chiaki Okada*

ON THE SCIENTIST'S TABLE

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ART INTEREST STRUCTURE AND “CHELYABINSK SCHOOL” OF G. G. DADAMYAN

Abstract. *While preparing this material we were leaning on the many-years' experience of contacts on different topics and directions in art and culture development with Professor Gennady Dadamyan. His methodology came close to the scientific school of Professor V. S. Tsukerman and his followers. They represent a very important methodological direction of domestic culture science and art sociology. Each of the suggested models combine some dispositional layers such as scientific, social-cultural and strategic.*

Keywords: *Russian sociologists of culture scientific school, disposition, past and future of Russian culture*

DISCUSSIONS

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PESSIMISM IS NOT APPROPRIATE HERE: on the methodological legality of developing the theory of noosphere

Abstract. *The article is an objection to A. Ya. Flier, who expressed doubts about the possibility of a noospheric approach to building the future of the earthly civilization. A. Flier's thesis about the non-objectivity of the discussion of the noosphere (and therefore its unscientific nature) is analyzed from the standpoint of logic and historical practice, which confirm that a phenomenon not empirically revealed is not always pointless (for example, philosophy). Contrary to the thesis that culture does not accept universals that threaten the preservation of the national and cultural diversity of nations, excerpts from other works by A. V. Sokolov are cited, from which it becomes clear that he is not against the diversity of cultures, it's much more important for them to be humanistic. Thus, it is shown that at present it is extremely important to promote the ideas of peaceful coexistence of nations with a socially positive, humanistic development vector, and therefore the noospheric approach is uncontested.*

Keywords: *noosphere, culturology, cultural diversity of mankind, V. I. Vernadsky, N. A. Rubakin, A. V. Sokolov*

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WORD – TO BELIEVE, ANGLE – TO MEASURE...

***Polemic comment on the article “Hirsch Index as a simulacrum
or an equation of knowns in the unknowns” by G. M. Birzhenyuk and T. V. Yefimova***

Abstract. *The given article is a response to the publication by G. M. Birzhenyuk and T. V. Yefimova which raises the problem of invalidity of using scientometric indices as one of the main instruments of the scientific sphere management and evaluation of a scientist’s intelligent input. The current situation is a concrete consequence of the scientism penetrated everywhere. The most characteristic feature of the cult of science is to narrow down percipiency of variety to the rational scientifically proven model. Notions of the Universe as a perfect mechanism, “ideal clocks of God” remain determinative for the views of modern man and are implicitly the fundamentals of many scientific works. These ideas are based on the notions of classical physics despite the scientific revolution at the beginning of the 20th century that has disputed exclusive validity of the classical mechanics, positivism and many other scientific theories. We consider many peculiarities of Russian culture and history to determine especially strong influence of scientism on domestic theoretical both scientific and theological ideas. Actual deficiency of the works devoted to the scientism problem additionally witnesses the urgent necessity to understand this phenomenon and to find the ways of its consequences overcoming including the situation with scientometrics.*

Keywords: *indices, quantity methods, picture of the world, mechanistic model, science, scientometrics, scientific picture of the world, evaluation of intelligent input, rationality, scientism, theology*