

**PART I. INFORMATION AND COMMUNICATION SCIENCES**

**Sokolov A. V.**

**INFORMATIZATION AND HUMANIZATION AS LANDMARKS OF LIBRARIAN POLICY**

It is for the first time that the task to comprehend the notions of “information” and “humanism” from the librarian point of view is done, and it is supposed to use them to interpret the level of “librarian informatization” and “librarian humanism”. The author considers interrelations of librarian science and informatics in the area of theory and applied researches. A universal definition of information, covering all its universum, is supposed. In the terms of librarian-bibliographic sphere, information is comprehended as librarian metaphor of communication. Three versions of social mission of libraries are marked (educating, soviet, informational), and the conclusion is made that the humanistic mission and librarian humanism are closely connected with each other and suppose each other. It is also stated that the objective destination of libraries is humanistic mission, and the means of reaching the aim are informational functions. The subject of the most actual problems of the modern librarian science and bibliographic science is concerned.

**Keywords:** librarian informatization, librarian humanism, social informatics, semantic informatics, information, informational demands, functions of libraries, missions of libraries, humanistic mission of libraries

**Russak Z. V., Sokolskaya L. V.**

**“CLIENT” AS A WORD-CONCEPT OF MODERN LIBRARIAN REALITY**

The article considers introduction of the term “client” by “Guidance of IFLA for activity of public libraries” and possibilities of using it in the domestic professional librarian terminology as the generalizing term concerning to all modern names of the person using library.

**Keywords:** client, concept, user, client-orientation

**Timanova O. I., Timanova A. R.**

**CONNECTION OF RUSSIAN “BOOK FOR PUBLIC READING” WITH PATRONAGE OF THE PEOPLE AS A SOCIO-CULTURAL TRADITION OF THE 19<sup>th</sup> CENTURY**

The subject or research is formation in the Russia of the 19<sup>th</sup> century of the socio-cultural tradition of connection between books for public reading and development of patronage of the people, charity, pedagogical technologies. Literature and social activity of V. F. Odoyevskiy, A. P. Zablotskiy, K. F. Engelske and other authors of “public” book is represented as a method of social communication, a significant chain of transformation of Russia, its socio-cultural progress.

**Keywords:** educating, charity, patronage of the people, anthology, book for public reading

**Ananyev V. G.**

**DUE TO THE TOPIC OF MUSEOLOGY PERIODIZATION**

The article analyses various historiographical concepts of periodization of museology. Periodization itself is considered as an important part of research. The author marks the close connection between periodization of museology and periodization of museum field in general.

**Keywords:** museology, periodization, history of science, museum revolution

**Lavrova K. B.**

PROBLEMATICS OF DESIGNING LIBRARY BUILDINGS AND EQUIPMENT IN THE EDUCATIVE, SCIENTIFIC-RESEARCH AND SCIENTIFIC-METHODICAL ACTIVITY OF THE INSTITUTE OF LIBRARY SCIENCE (1920–1933)

The characteristic of the first stage of activity of the Institute of library science. Difference of this period is considered to be the formation in the country scientific-research and scientific-methodical activities in the field of design and equipment of the library buildings, as well as the mandatory inclusion in the educational programs of the Institute of topics related to the design and equipment of the library buildings.

**Keywords:** Institute of library science, library education, library science, scientific-methodical activity of the library building, library equipment, designing of the library buildings

**Kozhenkin I. A.**

HISTORY OF STUDYING LIBRARIAN FURNITURE AND EQUIPMENT AT THE DOMESTIC LIBRARIAN SCIENCE AT THE PERIOD TILL GREAT PATRIOTIC WAR

The article considers the history of studying librarian equipment and furniture at the domestic librarian science at the pre-revolutionary and soviet periods till 1941, the importance of this branch of researches for development of librarian science at the given period. There is marked a special role of the Institute of librarian science at development of this scientific branch in 1920s – 1930s years.

**Keywords:** librarian furniture, librarian equipment, building of libraries, material and technical foundation of libraries, projecting librarian buildings

**Vaganov A. A.**

APPROPRIATION OF THE URAL MUSEUMS THE PROPER BUILDINGS IN THE END OF THE XIX<sup>th</sup> – BEGINNING OF THE XX<sup>th</sup> CENTURIES

The article represented the way in which the museums, organized at the pre-revolution period of the Ural by the scientific societies, had solved the problem of placement of their expositions.

**Keywords:** museums, the museum of the statistic committee (the Ufa Guberniya museum), the museum of the Ural society of natural sciences amateurs, the Perm scientific-industrial museum, the museum of Orenburg scientific archive commission

## **PART II. PHILOSOPHY. CULTUROLOGY. SOCIOLOGY**

**Fliyer A. Y.**

SCIENTIFIC BASES OF MODERNIZATION OF CULTURE MEDIA

The article is devoted to forming and structuring scientific culturological bases of modernization of culture media, to defining social aims of such modernization and to apprehension of its possible social aftereffects.

**Keywords:** culturology, culture media, modernization, social behavior

**Tsukerman V. S.**

NEW STAGE OF DOMESTICATION OF CULTURE OR DENIAL LAW

The article examines the historical and philosophical context of contemporary cultural phenomenon of domestication. Development of this process confirms the action of the dialectical denial law.

**Keywords:** domestication of culture, denial law, daily routine, cultural center

**Bengardt D. V.**

DUE TO ESSENCE AND WORTH OF CULTURE

The article reflects the author's interpretation of the essence of culture through understanding its value, it analyzes the courses and results of axiological understanding of culture.

**Keywords:** essence of culture, value of culture, cultural and accultural, phenomena of culture, meta-value

**Ismailov A. Y.**

WHAT THE FUTURE PREPARES FOR US: HEALTHY TOMORROW OF THE LIBRARY TODAY? (RESPONSE FOR THE PROBLEM-DEFINING ARTICLE BY Y. V. GUSHUL, I. A. KOZHENKIN, K. B. LAVROVA)

The article states that the project of the future of library is directly connected with its existence at present. As a cultural phenomenon of the present the library is considered within the processes occurring in the world, in the state and in society. The article has defined the estimated tendency of its development.

**Keywords:** library of the future, post-spiritual era, forecasting, projection, reader

**Anikina T. G.**

MEANING AS A MEASURE OF TIME OF HUMAN EXISTENCE

The author has made an attempt to define a measure of time as the category of the human existence (as contrasted with natural science interpretation of time). According to the author's opinion, such measure should be forthcoming of new events in a human life. There is adduced a thesis about forming meaning of life as the way to taking possession of time.

**Keywords:** individual, existence, time, measure, meaning, meaning of life

**Sinetskiy N. S.**

TRADITIONS AND INNOVATION IN THE CULTURE OF THE ARAB CIVILIZATION (BY THE EXAMPLE OF THE EDUCATION SYSTEM)

The author gives the definition to the term "tradition", analyzes the traditional component of the culture of the Arab civilization, as well as its modernization potential. Ratio of traditional and innovative components in the educational system in the Arab states is also analyzed in the article.

**Keywords:** tradition, innovation, modernization, education, postmodernism, post-industrial society

**Maltseva E. V.**

PECULIARITIES OF DEVELOPMENT OF AUDIO-VISUAL CULTURE OF STUDENT YOUTH IN THE CONDITIONS OF CLUB ORGANIZATION

The article has represented the aspects of development of audio-visual culture of student youth in the conditions of club organization; the results are connected with the peculiarities of designing the pedagogical model and including the pedagogical conditions into it.

**Keywords:** audio-visual culture, 3D-videomapping, club organization

**Markova A. V.**

## GENDER STEREOTYPES AT FAMILY SITCOMS AT THE MODERN RUSSIAN TV

The article is devoted to the problems of information broadcast about gender stereotypes, actuality of gender approach at analysis of modern Russian family TV sitcoms. The author gives assumption about possible influence of family sitcoms on forming gender stereotypes.

**Keywords:** gender stereotypes, family sitcom, modern Russian television

## PART III. ART STUDY

**Sulenyova N. V.**

### UNITY OF WILL AND IMAGINATION AT ACTORS' READING LITERARY TEXTS

The article considers various approaches that improve the quality of the modern culture of actors' reading, the development of skills of interaction with the author's text.

**Keywords:** actor reading, the factor of will, the author's style, interaction, natural affectation

**Chernyshov M. Y., Sotova E. A. S. S.**

### PROKOFIEVS WORKS SENSE ORGANIZATION. PART I. PECULIARITIES OF THE EARLY PROKOFIEV'S MELODIC STYLE, REFLECTED IN THE MELODIC PALETTE OF THE PIANO CYCLE "EVANESCENCES"

The paper discusses some results of the investigation bound up with melodic-sense organization of the early S. S. Prokofiev's piano masterpieces, tools and techniques of implementing senses via peculiar properties of his melodic style. Analysis of sense-structural and emotive-sense the early S. S. Prokofiev's cantilena melodic palette expressed in the piano cycle «Mimoletnosti» is given.

**Keywords:** sense organization of music composition, structural-sense peculiar properties, emotive senses; cantilena melody, lines of tonal motions, lines of melodic-sense development

**Fokin K. V.**

### THOUGHTS ABOUT RUSSIAN LANDSCAPE PAINTING

In this paper, essay, thoughts of the artist on the national road of development of Russian landscape painting, the originality of Russian artist of the realistik and pagan art, called "Russian landscape".

**Keywords:** Russian landscape painting, sketch artist, artistic progress, the Russian landscape epic

**Matsievskiy I. V.**

### DUE TO CARPATHIAN UKRAINIANS ETHNICAL MUSIC

This is a story about studying of the musical instrumental culture (IC) of the Carpatian Ukrainians, known as Hutsuls. It covers their entire ethnic area, including Galicia, Bucovina and Transcarpatia both in Ukraine and in Romania. The study is based on a great variety of sources, namely printed matter, manuscripts, iconographic materials, oral evidence and data from museums and private collections, but mainly on the author's own research on traditional instrumental music in the daily life and creative practice of the Hutsuls. The book consists of an Introduction and three constituent parts.

**Keywords:** musical instrumental culture, traditional instrumental music

**Lavrishin V. I.**

## V. V. ANDREEV AND HIS INFLUENCE ON ORCHESTRAL PERFORMANCE ON RUSSIAN FOLK INSTRUMENTS OF THE URAL AND CHELYABINSK REGION

The article narrates about V. V. Andreev's influence on formation and development of orchestral performance on Russian folk instruments of the Ural and Chelyabinsk region. It says about the tour of Velikorusskiy orchestra of folk instruments to the Ural, and also about students of the great conductor, about the continuators of his mission.

**Keywords:** orchestral performance, Russian folk instruments, V. V. Andreev, V. E. Avksentiev, V. V. Znamenskiy

### **Ptashenko S. V.**

## DANCE GENRES IN ACCORDION CREATIVE WORK OF DOMESTIC COMPOSERS

The article, within the limits of three supposed periods, considers the problem of formation and development of the dance genres in accordion creative work of Ukrainian and Russian composers. Badly-known and often performed opuses of the marked genres in the modern professional accordion repertoire have been subjected to analytical, historical and performing analysis. Appreciating the level of composer mastership, means of artistic creativity of the works, the author defines their role in the modern performing practice, direction to the definite student groups.

**Keywords:** accordion, accordion works, accordion invoice, means of artistic creativity, dance genres, accordion composers, accordion performance

### **Buksikova O. B., Mayny Sh. B.**

## PROBLEMS OF TRANSFORMATION OF THE TUVAN FOLK GAMES AT THE MODERN SCENIC ART

The problems of transformation of Tuvan folk games in choreographic compositions, national ballets, musical and dramatic performances are considered.

**Keywords:** Tuva, folk game, the national dance

### **Kara-ool Ch. A.**

## ZAKLICHKI AT CHILDREN RITUAL FOLKLORE OF TUVINIANS

This article is devoted of children's rite folklore of Tuvinians. The author gives definitions to such notions as 'children's musical folklore'. The author reveals peculiar features of this genre zaklichki, its importance in

**Keywords:** children's folklore, children's rite folklore, zaklichki

### **Kupriyanov B. V., Kosaretskiy S. G.**

## PROBLEMS OF PERSONNEL POTENTIAL OF INSTITUTIONS OF FURTHER EDUCATION FOR CHILDREN

Based on the sociological survey data, the authors concluded the significant differences in the staffing of further education related to various organizational and legal forms and types of property. The article supposes about a relatively favorable situation in private and autonomous educational institutions, it suggests less successful performance in state and municipal IFECh.

**Keywords:** institutions of further education for children, non-state, self-contained, state-owned, budget

### **Bikmetov F. F.**

## ACTIVITY OF CULTURE-EDUCATIONAL INSTITUTIONS FOR ORGANIZATION OF MILITARY-TECHNICAL PROPAGANDA DURING THE GREAT PATRIOTIC WAR (1941–1945) .

The article considers the content of the activity of cultural-educational institutions of the workers' - peasants' Red army on the fronts of the Great Patriotic war on the organization of military-technical propaganda as a specific area of agitation-propagandistic work of cultural institutions at the years of the war.

**Keywords:** Great Patriotic war, cultural-educational work, political and educational institutions, technical means of propaganda, printed propaganda media, organization of military-technical propaganda, system of military-technical propaganda, forms of military-technical propaganda, army clubs, propaganda teams

### **Avdashkin A. A.**

#### FORMATION OF DIASPORAS IN CHELYABINSK REGION: 1989–2003.

The article considers the process of forming diasporas in Chelyabinsk region. It has supposed the criteria of the modern phenomenon of diasporality, typological scheme of the regional diasporas, and it has also researched the main tendencies of their development during the period since 1989 till 2003.

**Keywords:** diasporas, formation of diasporas, Chelyabinsk region, “old” and “new” diasporas

### **Kirillova Y. V.**

Topicality of the pedagogical assistance in development of students' values forming in the higher education institution of physical culture

The given article presents the results of the survey aimed at revealing motivation and values sphere of the Urals state university of physical culture freshmen. The problem is tackled from the point of view of the students' professional training and importance of pedagogical assistance in the process of their study at the higher education institution.

**Keywords:** educational process effectiveness, system of values, students' value orientation systems, professional development, pedagogical assistance

## **PART IV. SOCIAL-CLASSIC KNOWLEDGE**

### **Kupriyanov B. V., Kosaretskiy S. G.**

#### PROBLEMS OF PERSONNEL POTENTIAL OF INSTITUTIONS OF FURTHER EDUCATION FOR CHILDREN

Based on the sociological survey data, the authors concluded the significant differences in the staffing of further education related to various organizational and legal forms and types of property. The article supposes about a relatively favorable situation in private and autonomous educational institutions, it suggests less successful performance in state and municipal IFECh.

**Keywords:** institutions of further education for children, non-state, self-contained, state-owned, budget

### **Rusinova M. P., Dneprov S. A.**

#### THE MOST SIGNIFICANT DIRECTIONS OF INTERACTION BETWEEN SCIENTIFIC-RESEARCH AND SOCIO-CULTURAL ACTIVITY OF THE URAL SOCIETY OF NATURAL SCIENCES AMATEURS

The article reviews the work of Ural society of natural sciences amateurs that was established in Yekaterinburg in the second half of the 19<sup>th</sup> century. This work has selected and decrypted the basic directions of activity of the organization. The role of the Ural society of natural sciences amateurs in development of public education of the Ural is defined.

**Keywords:** the Ural society of natural sciences amateurs, education, zemstvas, development, pedagogical courses, visual expression, museum, university

**Bikmetov F. F.**

ACTIVITY OF CULTURE-EDUCATIONAL INSTITUTIONS  
FOR ORGANIZATION OF MILITARY-TECHNICAL PROPAGANDA  
DURING THE GREAT PATRIOTIC WAR (1941–1945)

The article considers the content of the activity of cultural-educational institutions of the workers' - peasants' Red army on the fronts of the Great Patriotic war on the organization of military-technical propaganda as a specific area of agitation-propagandistic work of cultural institutions at the years of the war.

**Keywords:** Great Patriotic war, cultural-educational work, political and educational institutions, technical means of propaganda, printed propaganda media, organization of military-technical propaganda, system of military-technical propaganda, forms of military-technical propaganda, army clubs, propaganda teams

**Avdashkin A. A.**

FORMATION OF DIASPORAS IN CHELYABINSK REGION:  
1989–2003

The article considers the process of forming diasporas in Chelyabinsk region. It has supposed the criteria of the modern phenomenon of diasporality, typological scheme of the regional diasporas, and it has also researched the main tendencies of their development during the period since 1989 till 2003.

**Keywords:** diasporas, formation of diasporas, Chelyabinsk region, “old” and “new” diasporas

**Kirillova Y. V.**

TOPICALITY OF THE PEDAGOGICAL ASSISTANCE  
IN DEVELOPMENT OF STUDENTS' VALUES FORMING  
IN THE HIGHER EDUCATION INSTITUTION OF PHYSICAL CULTURE

The given article presents the results of the survey aimed at revealing motivation and values sphere of the Urals state university of physical culture freshmen. The problem is tackled from the point of view of the students' professional training and importance of pedagogical assistance in the process of their study at the higher education institution.

**Keywords:** educational process effectiveness, system of values, students' value orientation systems, professional development, pedagogical assistance