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Rushanin V. Ya.

HIGHER EDUCATIONAL INSTITUTION TO FORM CULTURE SPACE

In 2013 the Chelyabinsk State Academy of Culture and Arts is 45 years old since the founding. Jubilee alma mater – is an occasion to denote milestones distance traveled. For 45 years the university has trained over 30 thousand specialists, Bachelors and Masters of for the sphere of social and cultural activities, documentary and social communications, music and theater, folk arts. The strategic objective is the transformation of the university into an educational center, which is integrated into the global, national and regional scientific, educational, cultural and creative space.

Part I. INFORMATION AND COMMUNICATION SCIENCES

Stolyarov Yu. N.

HAVING MET A CLIENT DON'T LEAVE THE MISSION

The article goes on the discussion about the most exact term, which is right to denote persons, using library services. Comparative analysis of the terms is based on the modern approach to library mission and library marketing peculiarities.

Keywords: term, library, user, client, reader, visitor, subscriber, information consumer, mission of library

Astakhova L. V.

LIBRARIES MISSION IN DOMESTIC ECONOMIC SYSTEM

The article discusses the problem of library activity place in the system of economic activity. The analysis of international and national classifiers of different economic activity kinds has revealed the contradiction between information-economic mission of library activity in modern Russia and its institutional status as a subject of culture.

Keywords: library activity, economic activity, classifier

Sulenyova N. V.

DISCURSIVE READING AS THE INITIAL STEP IN THE WORK OF STAGE MANAGER

The article describes professional discursive reading as an effective factor of creating a literature television version.

Keywords: reading, discourse, TV version, art text, deconstruct of text

Shestyorkina L. P., Lobodenko L. K

COMMUNICATIONAL CONVERGENCE OF JOURNALISM, ADVERTISEMENT AND PR

The article analyses the peculiarities and main branches of interrelation of journalism, advertisement and PR in mass media. On the basis of communicational and philological approaches the work represents the levels of convergence of communicational spheres, and accentuates the areas of their crossing, and it also gives the definition of the notion "communicational convergence".

Keywords: mass communication, journalism, media-text, advertisement, PR, convergence, communicational convergence

Olefir S. V.

ORGANIZATION-METHODICAL BASES OF MASTERING THE ACTIVITY OF LIBRARIES FOR CHILDREN AND TEENAGERS IN THE INFORMATIONAL-EDUCATIVE SPACE

The libraries, serving children and teenagers, are represented with the components of the informational-educative space. The library has given the organizational and the methodical bases of mastering their activity.

Keywords: libraries for children and teenagers, improvement of activity of libraries, information and educational space, social and cultural needs, reading, information culture of the pupils, staff professional development

Volzhenina S. Yu.

USAGE OF STRATEGIC ANALYSIS IN FORMING STRATEGY OF DEVELOPING THE REGIONAL LIBRARIAN SPHERE

The article has represented some results of component analysis (PEST-analysis) of the surroundings of the librarian sphere of Khanty-Mansi autonomous area, fulfilled by means of interviewing (chiefs of central libraries of municipal unities) at preparing in 2013 decree of the government of Khanty-Mansi autonomous area – Yugra, on May 18, 2013, №185-n "Due to the strategy of developing culture in Khanty-Mansi autonomous area – Yugra till 2020, and for the period till 2030", and the new edition of "Conception of developing librarian business in Khanty-Mansi autonomous area – Yugra for the period till 2020".

Keywords: PEST-analysis, surroundings, strategy of developing the librarian sphere of the region

Gordienko T. N.

K. N. VASYKOV AND SPECIMEN OF THE CREATION OF CENTRAL LIBRARY NETWORK ON THE SIBERIAN RAILWAYS FOR THE FIRST TIME IN RUSSIA (1895–1917)

Author is researching the process of becoming a libraries throughout on the Siberian railways. Respect the special role Siberian railway's committee represented by prominent statesman A. N. Coolomsin in educating people. In the article author shows an example of library centralization, which author and creator was K. N. Vaskov. The theme is actual, therefore can be useful historic experience which is based on the archival documents, clerical work and official departmental editions.

Keywords: improvement of education employees, congress in librarianship, special meeting, charter of libraries

Pigaleva S. V.

**PRIVATE LIBRARIES WITH PRIVATE ASSESS IN 1850-S – 1870-S YEARS:
COMMERCIAL PROJECT OF SOCIAL BENEFIT? (BASED ON THE MATERIALS
OF PERM)**

Private libraries with a public access became especially popular at the period of liberal reforms of 1860-s, and they were being created mostly for "public benefit", a commercial part of these projects in most cases was not greatly important for owners. The period of work for libraries was not long because of inability of libraries' owners to take into account all organizational and political factors. Since the end of 1860-s private libraries have been replaced with private libraries.

Keywords: a principal town of a province Perm, liberal reforms, a public library, a private library, personal initiative, socially significant project, commercial benefit

Part II. PHILOSOPHY. CULTUROLOGY. SOCIOLOGY

Fliyer A. Ya.

CULTURE AS A SOCIAL SYSTEM

The article is devoted to apprehension of culture as a social system and to defining its main social functions for regulation of collective human Being.

Keywords: culture, social system, social functions, regulation

Poltavskaya E. I.

**CONCEPTUALIZATION OF THE NOTIONS OF DOCUMENT-COMMUNICATION
SCIENCES IN THE LIGHT OF RESEARCHES OF V. S. GOTT AND HIS SCHOOL**

The article represents the reflections on the notions of document-communication sciences in relation with the ideas of V. S. Gott's methodological school about the evolution of notions.

Keywords: notion, category, document-communication science, scheme, method

Gushul Yu. V.

**SUBJECT OF INFORMATIONAL INSTITUTIONS OF KNOWLEDGE-ORIENTED
SOCIETY: INFORMATIONAL DIAGNOSING OF SOCIETY**

The author focuses on such aspect of the discussion problem – socio-cultural projection of the space of the new library – as the subject-object relationships in the information society and especially in the modernized information institutions. The author calls for defining the strategy for formation of the new subject of the new library of philosophers, cultural scientists, sociologists, psychologists, historians, including the point of view of the subject-object relationships in the information institutions of the information society.

Keywords: socio-cultural space, models of the library of the future, social projection, subject of the relationships

Sudakova O. N.

SIBERIAN PORTRAIT AS A LITERARY TEXT OF CULTURE OF MERCHANT ROUTINE

The article considers Siberian portrait as a literary text of merchant routine. As a result of culturological analysis the author concludes that the portraits have fixed religious and professional-civil virtues, and also the ideas about beauty, taking part on the routine level in the merchant surroundings of the 19th – 20th centuries.

Keywords: culture of routine, Siberian merchants, merchant portrait, artistic text

Bazhenova E. V.

ANIMALS – SIGHTS IN THE CULTURAL SPACE OF CITY (WITH THE SPECIMEN OF SAINT-PETERSBURG)

Real animals and their images, personified in legends or art work, can serve as sights of a special kind. The city of St-Petersburg presents an example of animals-sights, functioning in the city cultural space. They serve as recognizable city symbols; they form mythology of their own and are attraction objects for both tourists and innate city residents.

Keywords: animals-sights, monuments to animals, zoo culture studies, city space, zoo-symbols

Pasechnik V. V.

GNOSTIC IMAGES IN VLADIMIR SOLOVIEV AND CARL GUSTAV JUNG'S WORKS

The article studies the gnostic component in the works of both Russian religious notionists and Western philosophers. Comparative and hermeneutical analyses are used as the methodological basis. The works by V. Soloviev, L. Karsavin and C. Jung are under analysis.

Keywords: Gnosticism, syncretism, psychology, spirituality, Orthodoxy, Christianity, Messianism, esoterism, occultism

Varova E. I.

TAOIST TEMPLES AND RITUAL AND LITURGICAL PRACTICE IN MODERN CHINA

This article deals with the significance of Taoist temples, ritual and liturgical practice in modern China. The research has revealed the importance of the religious Institute of Taoism in Chinese society. The basic features of the ritual and liturgical practice in Taiwan are explored.

Keywords: China, Taoism, Taoist temples, society, ritual and liturgical practice, meditation, altar

Part III. ART STUDY

Ergiev I. D.

CONTENT OF MUSICAL WORK AND SENSUAL CONFIGURATION OF ARTISTRY OF A PERFORMER-INSTRUMENTALIST

A hypothesis about a semantic configuration of the artistry that determines content, form and meaning of a performing musical composition is put forward in the article. The principal theses and conclusions of the article form a theoretical concept, which expresses auditory psychological approach to the study of such traditional for musicology concepts as "content" and "form" in line with the progressive tendency of psychologizing of all theoretical teachings about music. In this concept, the author focuses attention on a key figure in the triad "composer-performer-listener" performer-artist, proving the concept of "notional configuration of artistry".

Keywords: artist, artistry, artistic universe, sense, form

Demyanenko S. R.

PHENOMENOLOGY OF HUMOR IN L. I. GAYDAY'S WORK IN THE CONTEXT OF INCORPORATION OF ULTRA LIMITED PROBLEMATICS INTO SOCIAL-CULTURAL SPACE OF THE USSR OF THE 60th YEARS OF THE 20th CENTURY

In article the perspective of a phenomenon of humour in creativity of film director L. I. Gayday in a context of incorporation of the ultra limited social perspective in welfare space of the USSR of the 60th of the XX century is investigated. On the example of three pictures "Operation "Y" and Shurik's Other Adventures", "Caucasian Captive, or Shurik's New Adventures", "Diamond Hand" – regularities of incorporation in mass consciousness of key elements of future project of a social reorganization come to light. Transformation of mass consciousness by means of technology of humour as the fundamental factor making effective impact on cinema-goers in a context of a complex of actions for ideological ensuring future social changes, is designated especially.

Keywords: humour, phenomenon of humour, L. I. Gayday, welfare space, technology of humour, humor-form, comic cluster, deconstruction, ultra limited perspective, actions for ideological ensuring future social changes, a crypto-discourse of movies, simulacrum

Baturin D. A.

NEO-MYTHOLOGICAL ESSENCE OF FANTASY

The article researches social and cultural significance of literature myth, it emphasizes fantasy-neo-mythological essence reality in the frame of dialectical principles, and it represents connection between fantasy "medial magic " and archaic rites.

Keywords: literature myth, archaic myth, neo-myth, postmodern, neo-mythology, fantasy, fantasy sense

Kochekov V. F.

FROM THE HISTORY OF FOLK INSTRUMENTAL PERFORMANCE OF THE CHELYABINSK REGION: THE ROLE OF ACCORDION, HARMONICA IN THE CONTEXT OF MASS MUSICAL CULTURE OF THE 1920-S – 1930 YEARS

The material reflects the significance of harmonica and accordion in the musical cultural space of the Chelyabinsk region in stated period, their importance in the music sphere, as well as socially. This matter is being considered methodically in the context of the musical cultural space of the Chelyabinsk region.

Keywords: harmonica, accordion, Russian folk instruments, performing, teaching, accordionist, harmonist

Pukhlyanko M. E.

FEATURES OF ESTIMATION IN SYSTEM OF MUSICAL COMPETITIONS

In the article some problem aspects of functioning of performing musical competitions are considered. Necessity and the perspective directions of their development are designated.

Keywords: competition, socio-cultural phenomenon, jury, competition of a name of P. I. Tchaikovsky, criteria of estimation of the performer

Eshankulov M. E.

CENTRAL-ASIAN TANBUR: MORPHOLOGY, ERGOLOGY, PERFORMANCE

The article is devoted to the more ancient musical instrument tanbur of the peoples of Central Asia. Tanbur construction, tune orders, performance practice, repertoire are considered.

Key words: tanbur, setor, tanbur construction, tanbur, tune orders, Shashmakom

Radchenkov V. M.

NATIONAL SCHOOLS OF HARPSICHORD-MAKING OF THE 17th – 18th CENTURIES

The article narrates about the historical types of harpsichord, about various national schools of harpsichord-making of the 17th – 18th centuries: Italian, Flemish, French and German. It gives the information about the most prominent masters of each school, the author emphasizes succession and connection of experience of the masters, belonging to different traditions.

Keywords: harpsichord, harpsichord-making, traditions, succession

Part IV. SOCIAL-CLASSIC KNOWLEDGE

Khudyakov V. N., Afanasyeva O. Y.

DUE TO LINGUISTIC COMPETENCY OF PROSPECTIVE MANAGER

The article is devoted to the problem of how to form the linguistic competency of a prospective manager which is the most important condition of such a career. Speaking, writing, listening comprehension and reading are the activities which the prospective managers have to be perfect at; the article describes this issue in detail, it explains what these activities are.

Keywords: linguistic competency, intercultural communication, foreign language culture, speaking activity

Safaraliev B. S., Kolieva N. S.

IMPLEMENTATION OF TEACHING FOR DEVELOPING INFORMATION COMPETENCE OF TEENAGERS

The article has disclosed a complex of pedagogical conditions of development of information competence of adolescents in social and cultural space of institutions of further education; it has presented their detailed characteristics.

Keywords: pedagogical conditions, information competence, social and cultural space

Kravtsova O. A.

RECREATIONAL LEISURE AS THE SUBJECT OF SCIENTIFIC ANALYSIS

This article considers a recreational leisure as a subject of scientific analysis and also analyzes its characteristics as a self-contained form of leisure activity.

Keywords: leisure, recreation, recreational leisure, recreation function of leisure

Vilychinskaya-Butenko M. A.

EVENTS OF CORPORATION LEISURE AS A MEANS OF SUBJOINING THE STUFF TO THE ORGANIZATION VALUES

The article defines the events of corporation leisure as an optimal social-pedagogical instrument of subjoining the stuff of the Russian companies and enterprises to organization values. Having based on the idea of dialogue as the fundament of interrelation between all the members of the stuff and dialogical nature of corporative leisure, the article defines the interrelated pedagogical efforts, which providing enlarges effectiveness of subjoining the stuff to organization values.

Keywords: organization values, corporative leisure, inner communications of an enterprise

Shamayeva R. M.

CREATIVE ASPECTS OF REPERTOIRE LEARNING IN TEACHER-MUSICIAN PROFESSIONAL TRAINING

The article considers some aspects of teacher-musician professional training while learning repertoire, including mainly best examples of musical art. A musical composition, treated by the author as a creative product, influences both future teacher-musician creative personality formation and creative environment formation.

Keywords: repertoire, musical composition, creation, creative product, creative personality, creative sphere

Manturova N. S.

SOCIAL-LEGAL VALUABLES: GROUNDS FOR DEFINITION

The article decodes the definition of the "social-legal valuables" notion through the "social valuables" notion determination and typologizing of social and legal valuables.

Keywords: valuables, social valuables, typologizing, legal valuables, social-legal valuables

Kriskovets T. N.

SUBJECT-VARIATIVE EXTENSION AS A TEACHER'S PROFESSIONAL CAREER FACTOR IN THE SYSTEM OF CONTINUOUS EDUCATION

The article discusses the specifics of the subject-variative extension of teacher's professional career as a of holistic multi-purpose complex educational features in its formal, non-formal and informal ways, contributing to the implementation of teacher's career aspirations. The author proves the potential of subject-variative extension to provide the variety of high-grade, high-quality selection of specific options for a professional career development.

Keywords: subject-variative extension; educational trajectory, life-long education; professional career, variety, career development

Ivchenko E. V.

SIGNS OF CREATIVE POTENTIAL AS A CRITERION OF DEVELOPMENT OF STUDENTS

This article examines characteristics of creative potential. It has presented the characteristics of signs of creative development of students in the fine art.

Keywords: signs of creative potential, criteria of development, value orientations, direction, development of abilities and skills; originality of the works; cognitive interest, independence, self-esteem

Zvyagintseva E. P.

POLY CULTURAL COMPONENT AND ITS CONSTITUENTS IN THE PROCESS OF PROFESSIONAL TRAINING

The article considers the problem of forming polyculturalism in the process of professional training of prospective economists. It represents the complex of necessary measures, directed to formation of directives of polyculturalism and tolerant consciousness of economy higher educational institutions students.

Keywords: polycultural component, activity approach, tolerance, financial sphere

Kondratyeva V. V., Batuyeva I. B.

NUMBER AND SETTLEMENT OF TARTARS ON THE TERRITORY OF BURYATIA

The article provides a number of Tatars living on the territory of Buryatia, starting from the end of XIX century. The basic periods of settlement of Tatars and their places of compact residence identified by the authors on the basis of statistical data contained in the census over the years.

Keywords: Tatars Buryatia, number, settlement, history