

Part I. INFORMATION AND COMMUNICATION SCIENCES

Sokolov A. V., Berestova T. F.

INTERNET THROUGH THE EYES OF HUMANITY STUDENTS

The results of surveys of students of St. Petersburg University of culture and Chelyabinsk Academy of culture regarding their experiences with the Internet and book communication are presented. All students are active users of the Internet and reasonably assess its strengths and weaknesses. Recognizing the indispensability of the book in the preservation of cultural heritage and moral values of society.

Keywords: Internet, book communication, students, St. Petersburg, Chelyabinsk, sociological survey

Smetannikova N. N.

READING THAT UNITES (BEGINNING)

Project “Reading that unites us” results (2013) concerning students and young professionals in the framework of modern theory and practice in Russia and abroad are interpreted. Some concepts from the 18 European conference “New challenges – new literacies” (Sweden, 2013) are presented in the article.

Keywords: reading circles, competent reader, guidance of reading, age and gender characteristics, book clusters, new literacies, reading life wide, deictic literacy, the Internet

Astakhova L. V., Smolina S. G.

REALIZATION OF COGNITIVE-COMMUNICATION ESSENCE OF INFORMATIONAL COMPETENCE OF FUTURE HIGH-SCHOOL LIBRARY SPECIALISTS

This article analyzes the methodological approaches to the definition of “book” that exist in the book science, in terms of the conditions of modern communication process.

Keywords: the essence of the book as an object of social communication, methodological approaches to the definition of the book, traditional and electronic books

Astakhova L. V., Smolina S. G.

REALIZATION OF COGNITIVE-COMMUNICATION ESSENCE OF INFORMATIONAL COMPETENCE OF FUTURE HIGH-SCHOOL LIBRARY SPECIALISTS

The article reveals contradiction between low qualified specialists to fulfill professional duties in informational environment and unrealized potential of a high-school library to develop these competences. The authors exemplify the experience of realizing reasonable cognitive-communicational essence of informational competence of future specialists in the Scientific Library the South-Ural State University (Chelyabinsk).

Keywords: library, informational competence, specialist, cognitive approach, communication approach, student

Andreyeva E. Yu.

PROTECTION OF BOOK RARITIES IN A SCIENTIFIC LIBRARY AS A RESEARCH PROBLEM

The concept “preservation of book relics” is analyzed on the base of terms used in professional

publications and survey of viewpoints on historical document preservation evolution. The term preservation of the book relics and its definition are introduced.

Keywords: preservation, manuscripts, book relics

Krylova N. B., Russak Z. V.

CLASSICAL FICTION AS A HIGH-GRADE SCHOOLCHILDREN PERSONALITY GROWTH RESOURCE

Reading of art classier literature as one of resources of seiner pupil personality growth is examined. Problems of reading of classier literature among youth are touched upon. Measures for promotion of classier literature in conditions of public library are suggested.

Keywords: problems of reading, influence of art classics, library resource

Part II. PHILOSOPHY. CULTUROLOGY. SOCIOLOGY

Neveleva V. S., Apukhtina N. G.

WORD-CONCEPTS AND ACTIVITY CONCEPTS (TO PHILOSOPHICAL COMPREHENSION OF LIBRARY THEORY AND PRACTICAL ACTIVITIES)

The authors consider the horizons of comprehension and meaning associated with the discussion about the terms in the modern Russian librarianship. They say that the word-concepts have not only a function of generalization, but they “grasp” the concept of library activities, and libraries. Terminological problems are presented as a manifestation of the problem in values and semantic reference of library activities in the modern socio-cultural situation.

Keywords: library, horizons of comprehension, identity of library, client, mission of library, user, information consumer, word-concept, philosophy of library

Kazakova G. M.

SUBCULTURAL REGION AS AN ORGANIZATIONAL SOCIETY FORM

The article defines the notion of sub-cultural region, analyses methodological approaches to its definition and gives proof of revelation necessity and regional identity analysis for realizing the regional principle in sociocultural policy.

Keywords: region, regional culture, subculture, identity, cultural region

Langans E. G.

TRANSITIONAL ENVIRONMENT CREATION AS THE BEGINNING OF MAN’S SELF-DETERMINATION UNDER THE GLOBAL SOCIO-CULTURAL CRISIS CONDITIONS

The purpose of this article is to consider in thoughts the possibilities of constructing a certain space of transition, allowing the human to realize self-determination in the context of the global social-cultural crisis and to develop and implement their own way out.

Keywords: self-determination, crisis, transition, space, limit, border

Soldatkin V. E.

MAN’S DESTINY AND COURSE OF LIFE IN THE PHILOSOPHICAL-CULTUROLOGICAL CONCEPTS DISCOURSE

The article considers the concepts and the conceptions, explaining the essential sense of the notions “fate” and “life way”, interrelation, similarity and differences between these notions; it intends the author’s culturologically-oriented definition of the life way.

Keywords: fate, life way, sense of life

Milyaeva E. G.

HUMAN-BRAND IN CONTEMPORARY CULTURE: THE PHILOSOPHIC-ANTHROPOLOGICAL INTERPRETATION

The article explains the specificity of philosophic-anthropological interpretation of the phenomenon of «human-brand» as a cultural form. Based on the analysis of the unique ways of life represented in the lives of famous people, reveals the main features of this phenomenon.

Keywords: brand, human-brand, philosophical anthropology, the fundamental anthropological constants, individuality, consumption, mass culture, consumer society

Usanova D. O.

VIRTUAL CULTURE: CONCEPTUAL APPROACHES TO UNDERSTANDING

In this article compares different approaches to the definition of «virtual culture» that have become popular in modern socio-philosophical and cultural knowledge. We introduce the author's interpretation of the concept, notes the specific features and functions of virtual culture.

Keywords: culture, virtual culture, information technology, sociocultural functions

Mikhailov K. N.

MOSAIC SOCIO-CULTURAL IDENTITY OF A BELIEVER

The article is devoted to usage of the conception of mosaic identity, emerging from Cultural studies. The article focuses on its usage in the field of Religious studies in general, in researches of modern orthodox christian's identity, and primarily – in the study of the least examined by modern Religious studies group – occasional church-goers.

Keywords: Identity, Orthodoxy, Contemporary religious problem

Dubrovina A. V.

CLOTHING AS A SIGN IN A SOCIETY COMMUNICATIVE SYSTEM

In the article a costume sign system in sociocultural and communicative space is analyzed. The author discovers crucial and specific code types such as traditional ethnic, traditional universal, fashionable universal, fashionable conceptual ones. The analysis is provided with a brief review of sign and cultural codes' examples in the information stream of costume signs.

Keywords: costume, sign, fashion, semiotics, communicative system

Mayny Sh. B.

GAMES IN TRADITIONAL FOLK CULTURE HOLIDAY TUV

The author defines the notion “holiday” and describes folk games of the Naadym holiday and their sign nature in the context of traditional holiday culture of Tuva people.

Keywords: national game, tradition, culture, festive culture, the traditional holiday culture

Kara-ool Ch. A.

MYTHO-RITUAL UNDERSTANDING OF THE SUBJECT CODE IN THE PUTTING IN BED RITE IN THE TRADITIONAL CULTURE OF TUVA PEOPLE

The author of the article studies mytho-ritual understanding of the subject code in the putting in bed rite in the traditional culture of Tuva people. The author also pointed out the importance of

such oberegi as special wool, Siberian deer canines, bear claws, a knife or scissors.

Keywords: rite lay in the cradle, explorations, amulets

Part III. ART STUDY

Sirazhitdinova N. M.

ESOTERIC READING OF MUSTAI KARIM

One of the most problems of the humanitarian knowledge is understanding the text and its language exactly. This article is attempting to provide some moments of life and work of Mustay Karim from the point of view of esoteric interpretation.

Keywords: Mustay Karim, esoterics, spiritual school, national song, woman, horse, feelings, creative plan, sound

Varlamov D. I.

MUSICAL ART PARADIGM AS SPECIAL EDUCATION SYSTEM IMPROVEMENT FACTOR

The article raises the question of modern musical education paradigm improvement necessity both on theoretical and practical levels. The author comes to the conclusion that academism of art leads to paradigm shifting from communication to absolutization of an opus. The system of musical education activates this process and makes it irreversible that may cause serious problems in evolution of art and education. Improvement of modern musical education, its focusing on the development of communicative abilities of future musicians-performers is one of the most important tasks of pedagogic as a science and practical activities.

Keywords: musical art paradigm, musical education, art and education academism tendencies, communication, unification

Ilyin D. A.

ART FORMS CLASSIFICATION VIEWS EVOLUTION (FROM ANCIENT TIMES TO THE XXth CENTURY)

The article covers the problem of different kinds of art classification. It studies and analyzes different viewpoints of thinkers and philosophers from ancient times to the present day. Different concepts prove the art phenomenon complexity and the same time about its urgency and demand in wide layers of the society.

Keywords: art, art classification, art concepts, kinds of art, Musi kinds of art

Fuchs D. A.

ENTERTAINMENT TV PROGRAMMES AS A MODERN MAS SPEECH CULTURE PHENOMENON

The author analyzes entertainment TV programs as one of the most important for modern science mass culture phenomenon and discloses the main causes of the present situation of entertainment TV programs anchors' modern speech behavior as the reflection of speech culture, spiritual comprehension of a society of its modulator self-identity.

Keywords: show-program, translator, speech culture, anchor, entertainment TV programs

Tremzina O. S.

ART FUNCTION OF CONDUCTOR'S GESTURE

In modern collective creativity conductor's gesture is not only an effective management tool, but also a factor of art influence. It is connected with that the conductor acts as the interpreter, the informant, the interlocutor, the performer. Each given kind of activity is realized by the conductor, mainly, by means of conductor's gesture. This article is devoted to identification of its main art functions.

Key words: conductor's gesture, art function

Yamberdova T. I.

TO THE HISTORY OF STRING CHORDPHONES STUDIES IN TRADITIONAL CULTURE OF PRATAL MARI

This article is dedicated to history of studying bow instruments of Mari people. For the first time the author considers stringed Chordophones in a context of traditional Mari culture. The address to the given problematic substantially is caused by fading of musical tradition.

Keywords: a historiography, Mari traditional culture, stringed chordophones

Radchenkov V. M.

ONE-REGISTERED INSTRUMENTS: MULTIFACETED HARPSICHORD

We continue the series of articles devoted to the harpsichord formation history, the musical instrument going at present through the period of interest revival in musicology. The article describes the direction of activities of the masters of all historical and national traditions, the creation of small one-register harpsichords.

Keywords: harpsichord, spinet piano, virginal

Bulanov I. V.

MUSICAL-ACOUSTIC PROPERTIES OF BURIAT YATAGA

The article describes the Buryat national 13-string musical instrument – yataga. At the same time, the author publishes some results of acoustic laboratory researches of Buryat yataga with the description of a technique of the performed work. The author of the article tries to consider the instrument's timbre structure in a context of its musical-acoustic research by means of the computer sound analysis.

Keywords: yataga, Asian centres, acoustic analysis, Buryat musical instruments, chadagan, musical acoustics, acoustic characteristics, sound direction, creative-research laboratory “Gasar”

Part IV. SOCIAL-CLASSIC KNOWLEDGE

Rushanin V. Ya.

IVAN ALEXANDROVICH TIKHOMIROV: THE BEGINNING (1852–1870) .

The article is devoted to the historical reconstruction of the first period of life (family education, studies at the theological school and theological seminary) of the famous scientist and teacher of the public education in the Urals Ivan Alexandrovich Tikhomirov.

Keywords: I. A. Tikhomirov, the Penza theological school, the Penza theological seminary

Yudina A. I.

INSTITUTIONAL INTERACTION OF MICROSOCIETY SUBJECTS IN SOCIAL ORPHANAGE PREVENTION

Institutional interaction plays an important role in the implementation of socio-pedagogical concept of prevention of child abandonment, serving as the integration of children and the family in society. The author considers the institutional interaction among micro society for the Prevention of child abandonment by the example of the municipality of Kemerovo.

Keywords: institutional interaction, civil society, social orphanhood

Tishchenko E. V., Tishchenko V. G.

CONSTITUTIONAL DEVELOPMENT OF RUSSIA IN XIX CENTURY

Constitution is not only the basic law of any country but also the foundation of legitimacy and law and order. The Russian state and the society have their own way of constitutional development. XIX century was the brightest one in the history of Russian constitutional projects

Keywords: constitution, parliament, electoral vote, powers division, civil right equality, representative management, local self-government

Zhegulskaya Yu. V.

THE ADAPTATION OF STUDENTS TO THE SOCIO-CULTURAL ENVIRONMENT OF THE HIGHER INSTITUTION OF CULTURE AND ARTS BY MEANS OF SOCIAL AND CULTURAL ACTIVITIES

The article gives the empirical research results of the influence of means of socio-cultural activities to the students adaptation process to socio-cultural environment of the higher institution of culture and arts.

Keywords: student, adaptation, higher institution of culture and arts, socio-cultural environment, means of social and cultural activities

Kirillova Ya.V.

THE ISSUE OF SELF-ACTUALIZATION IN THE PROCESS OF PROFESSIONAL EDUCATION OF STUDENTS OF THE HIGHER INSTITUTION OF PHYSICAL CULTURE

The subject matter of the article is the process of self-actualization, its role in personality development; the concept of personality self-actualization by A. Maslow is being discussed. The connection between this notion and professional education in the higher institute of physical culture is analyzed through its aims, objectives and means of implementation.

Keywords: personal self-actualization, professional education, self-cultivation, professional development, personal potential

Fursova A. Yu.

PROFESSIONAL-LABOUR SOCIALIZATION OF THE CHELYABINSK STATE INSTITUTE OF CULTURE GRADUATES IN 1970 – FIRST HALF OF 1980

The process of professionally-labour socialization of graduating students of institute of culture is examined. The basic stages and functions are distinguished, intercommunications are set with work in institution of higher learning.

Keywords: professionally-labour socialization, shots, adaptation, cultural and educational work

Dementiyeva I. V.

THE OPPORTUNITIES AND PROSPECTS OF PEDAGOGICAL MODELING AS ONE OF THE DIRECTIONS OF CONTEMPORARY PEDAGOGICAL RESEARCH

At the current stage the method of modeling is one of the actual directions of developing pedagogical theory and practice. The wide variety of pedagogical models contributes to the expansion of methodical tools of the teacher and allows to achieve better effectiveness. Herewith the teacher-researcher, drawing on the scientific conceptions and objectives formulated during the process of pedagogical modeling defines by himself foreground approaches to create the model. The excretion of the components of the model allows to subdivide it into units demonstrating the organization of the process and responsible for the permanent interaction between all its elements.

Keywords: model, pedagogical modeling, structural and dynamic plane of modeling, functional, discrete, continuous models, components of the model

Litvak R. A., Kalugina T. A.

EMPLOYMENT OF SOCIAL ADAPTATION TECHNOLOGY IN GERONTOLOGICAL CENTRES FOR ELDERLY PEOPLE

Changes of social status by elderly people and difficulties to adapt in modern life conditions in social service institution call for the employment of different technologies of social work with elderly people.

Keywords: technology of social work, social adaptation, elderly people, gerontological centre

Ryshchanova U. M.

IBRAI ALTYSARIN HERITAGE USAGE IN MODERN MUSEUM ENVIRONMENT

Kostanayskiy Memorial Museum of Ibrai Altynsarin actively uses information, digital and other innovative technologies for the conservation, exhibition and promotion of historical and cultural values. Interactive forms of excursions and activities at the museum are increasingly popular, they meet all current requirements of the pedagogical process. Various forms of cultural and educational activities of modern museums contribute to the promotion of the Kazakh culture, increase the interest in the museum exposition.

Keywords: modern museum, cultural and educational activities, innovative technologies, a virtual tour, interactive exhibition, museum exhibition, the image of the museum, museum project, folk traditions, cultural values, cultural heritage

Pelkova T. Yu.

FORMATION OF ARCHIVE SERVICE IN CHELYABINSK IN 1920-S

The article is devoted to the archives formation and construction in Chelyabinsk in the first years of the Soviet power. The author describes organizational as well as personnel problems, main directions of activities and the process of the Chelyabinsk archives fund formation process, its reorganization at the beginning of its activities.

Keywords: archives, archive service, archive service centralization, fund formation

DISCUSSIONS

Kolin K. K.

INFORMATION IN REALITY STRUCTURE, SCIENTIFIC WORLD VIEW AND MAIN PHILOSOPHY ISSUE

Along with material objects, processes and phenomena existing in the real world there are also non-

material objects, processes and phenomena being informational in their content. That's why the author offers to define the main philosophy issue as interrelation of material and non-material reality components or as attitude of substance to information for short. It allows putting some new tasks in studying the phenomenon of information in different reality structure components.

Keywords: information, scientific world view, scientific paradigm, main philosophy issue, reality structure, information philosophy

Dubinina O. A.

THE ARCHITECTONICS OF MODERN LIBRARIES

The article is dedicated to one of the methods of socio-cultural design of a modern library space – architectural planning. The content and the specificity of its architectonic identify by means of research of architectural integration and socio-cultural space of a modern library.

Keywords: modern library, architectural space, socio-cultural space, integration, architectonics

REVIEWS

Gushul Yu. V.

TRADITIONS AND INNOVATIONS OF THE CHELYABINSK REGIONAL SCIENTIFIC LIBRARY BIBLIOGRAPHY SCHOOL

Presents a review of the bibliography: Yuzhnyy Ural v otechestvennoy voyne 1812 g. i Zagranichnom pokhode russkoy armii 1813–1814 gg. [Southern Urals in the Patriotic War of 1812 and Foreign Campaigns of the Russian Army 1813–1814] / comp. L. Astafeva; the Chelyabinsk Region Universal Scientific Library, Department of Local History. – Chelyabinsk: Guberniya, 2012. – 193 p.