

Part I. INFORMATION AND COMMUNICATION SCIENCES

L. Astakhova

INFORMATION OUTLOOK: CONCEPT AND LEVELS

Abstract. Based on the analysis of the scientific heritage of Y. S. Zubov as well as trends in the development of information society such as virtualization and increase in information risks, the concept of information outlook is clarified and its tier structure is defined.

Keywords: information outlook, information activity, culture, bibliography science, virtualization, risks

E. Poltavskaya

RECREATING THE SCHEME OF SCIENTIFIC CATEGORY AS A WAY TO KNOWLEDGE OF THE RESEARCH SUBJECT

Abstract. The scheme of the notion on which the mentally reconstructed object (thing, phenomenon, process) is regarded as an intellectual construct that shows the essence of the subject through the system its necessary and sufficient attributes. The process of constructing a scheme of the notion «a library» is interpreted as reconstruction of the categorical scheme. The question is posed about the possibility of schematization the notion of «document».

Keywords: notion, library, scientific category, scheme, document

S. Kokorina

PUBLIC LIBRARIES IN THE CONTEXT OF CULTURAL (ETHNIC) DIVERSITY: THE BASIS FOR TYPOLOGY

Abstract. The influence of the Russian Federation's modern system of national state structure on the typological characteristics of public libraries. It is shown that in the conditions of Russian ethnicity typological characteristics of public libraries may be supplemented, as the status of the main subjects of federal relations, as well as areal linguistic situation affect the specifics of library service, determine the structure of library stocks, and impose special requirements on library staff.

Keywords: public libraries, cultural (ethnic) diversity, typological characteristics, Russian ethnicity, federalism, The Russian Federation

Part II. PHILOSOPHY. CULTUROLOGY. SOCIOLOGY

A. Fliyer

EVOLUTION OF CULTURE AS A SOCIAL-REGULATIVE SYSTEM (Beginning)

Abstract. The article analyzes the dynamics of culture as a regulative system and determines its main social functions of collective human activity ordering. The author hypothesizes on gradual transformation of culture functions from a society social self-organization immediate regulation to a mediate psychological ensuring of regulation and orientation of man in social-cultural environment processes

Keywords: culture, regulative system, social functions, ensuring, dynamics, culture-custom, culture-ideology, culture-reference

L. Shumikhina

THE PROBLEM OF «SCIENTIFIC» IN THE CULTURAL SCIENCES **Abstract.** On the artifacts of medieval European culture and the culture of the XVI century Russia the specifics of the cultural methodological study aim was analyzed in comparison to the concrete sciences of culture. The features problem of "scientific" in cultural studies and concrete sciences was shown in connection with the formulation of validity questions, accuracy and verity of the new knowledge.

Keywords: conceptual idea, "scientific", validity, truth, methodological studies aim, cultural studies, cultural sciences

S. Sinetskiy, T. Sinetskaya

ART AND INTELLECTUALIZATION OF A SOCIETY: THE NEW OLD SENSE OF CULTURAL POLICY (ending)

Abstract. The objective reasons, complicating the self-reproduction of qualitative art culture and professional art as complex communicative phenomena, are specified; the direct relation between the level of art culture of a society and

its intellectual potential is exposed; the necessity of the development of Russian rational cultural policy that is aimed at the intellectualization of the society with the help of the support of complex forms of amateur art creativity and professional art is substantiated in the article.

Keywords: art culture, art, communication, intellect, cultural policy

I. Morozova

RELIGION AS A FACTOR OF CULTURAL DYNAMIC: ON THE TRADITIONS AND DIRECTIONS OF THE PROBLEM'S RESEARCH IN PHILOSOPHY OF CULTURE AND THEOLOGY

Abstract. In the history of socio-humanitarian knowledge, beginning from the antique philosophy, the role of religion in social life is explained by the reverence of relics, the necessity of the performing, respecting of the traditions. In the second half of XXth century actual contexts of religion' studies in socio-humanitarian sciences (instead of «disenchanted», the entire secularity) are desecularization, «return» of religion into culture (including non-traditional forms). The moving forward into the research field, through the perceiving of the philosophical-theological conclusions on the dynamic importance of religion in culture, promotes the definition of the problematic vectors of the cultural development, conversational discourse into the multi-polar culture of modernity.

Keywords: rationalism, deism, secularization, tradition, «axial time», world religions, the aristocratic conception of Culture, the integralist conception of Culture, spirit, «organic community»

L. Aleksandrova

EXPERIENCE OF PHILOSOPHICAL JUDGMENT ON "AUGMENTED REALITY" IN "VIRTUALITY - REALITY" ONTOLOGICAL CONTINUUM

Abstract. Modern digital culture is defined by the rapid technical and technological development that influences the identification of a person and surrounding reality. Reality virtualization process leads to noticeable expansion of real and artificial culture borders generating new sense of being and changing the way of living and the order of priorities. It explains the necessity for philosophical judgment on "virtuality - reality" ontological continuum.

Keywords: Virtual Environment, Real Environment, Augmented Reality, Mixed Reality, ontology, technology, phenomenon, digital culture, modeling, communication

D. Mordovina

CONCEPT, ACTUAL PROBLEMS AND ASPECTS OF LIFE THE WAY TO THE PHILOSOPHICAL ANTHROPOLOGY

Abstract. This article examines the life path of a person as an actual object of study in philosophical anthropology. A retrospective study way of life in different areas of philosophical, social and humanities. As relevant aspects of research in the life course of philosophical anthropology considered communicative, axiological and existential. Need of the appeal to studying of a course of life in the context of modern problems of culture and an osbshchestvo is designated.

Keywords: philosophical anthropology, anthropological constants, life Path

O. Pashchenko

FUTURE ROLE IN LIFE OF THE MODERN PERSON

Abstract. Orientation of the modern person to the future is considered. The sociocultural situation threatens existence of the person, and the exit from it needs to be looked for, addressing to judgment of the future. As a basis of future the existential choice is considered.

Keywords: person, future, future, anthropological crisis, existentialism, existential choice

O. Lukina, L. Shabatura

REGULARITIES OF FORMATION CULTURAL GENERALITY IN THE RUSSIAN NORTH

Abstract. The central problem of this work is to study the process of morphogenesis cultural communities on the territory of the Russian North. In the study of various empirical data were used dialectical method facilitates consideration things in unity and diversity of its properties, historical and socio-cultural approach, method of analysis and synthesis, induction and deduction, a systematic approach that can consider cultural communities of the North

Russia as integrity open to changes. As a result, data compilation of theoretical research of archaeological, historical and ethnographic material and analysis has revealed a number of regularities of formation of cultural communities in the territory of the Russian North.

Keywords: cultural communities, integrity, identity, ethno-linguistic and ethnographic community, community of economic structure, system of values, spiritual culture, homeostatic society civilizational commonality

D. Fuks

THE PROBLEM FIELD OF THE TRANSLATORS OF SPEECH CULTURE IN THE MODERN WORLD ENTERTAINMENT TELEVISION

Abstract. Analyzed significant for modern science, the problem field of entertainment culture - the translators of speech culture. Coverage of the main reasons the current speech situation today entertainment television as a reference modulator mass communication culture, and also the understanding of its reference samples.

Keywords: television program, translator, voice culture, leading, entertainment, a form of speech culture

Part III. ART STUDY

V. Moroz, O. Slueva

FROM THE HISTORY OF FORMATION AND DEVELOPMENT OF COLLECTIVE INSTRUMENTAL PLAYING MUSIC IN RUSSIA

Abstract. This article is devoted to interpretation and review of some problems of collective instrumental playing music formation and development in Russia during different historical stages and also its role in personal art-aesthetic education.

Keywords: collective instrumental playing music, amateur playing music, art-aesthetic education

M. Chernyshov

SENSE ORGANIZATION OF S. S. PROKOFIEV'S MASTERPIECES. A TECHNIQUE FOR ARTICULATING SENSES BY ARRANGING MELODIC LINES AND CYCLES IN THE PIANO CYCLE «MIMOLETNOSTI» (ending)

Abstract. The paper presents the results of the investigation bound up with the melodic sense organization in the piano cycle «Mimoletnosti» (op. 22) and for the first time postulates a discovery of the music technique secret bound up with the accented melody revival proposed by S. S. Prokofiev. An organizing principle of the thought implemented in music forms, techniques of mapping senses into nuances of the Prokofiev's melodic tools are discussed. The possibility of arranging of sense-carrying melodic lines on the basis of tonal motions and accents is proved.

Keywords: sense organization of melody, accented melody revival, organizing principle of thought, implementation of senses in nuances of melodic tools, arranging of sense-carrying melodic lines

N. Kospelova

RECONSTRUCTION OF BOTTICELLI'S ANTHROPOLOGICAL PERSONALISM

Abstract. The article is devoted to discussing peculiarities of personalization which depends on a model. The author provides her conception with examples of Botticelli's works. The author introduces the concept of anthropological prototype and proposes to understand personalization as an individual case of anthropological similarity. The author pays attention to artist's similar type model influence on his style forming. The author comes to the conclusion that personalization characters does not depend on Botticelli's evolution or his manner and style transformation.

Keywords: anthropological type and prototype, composition, image, Madonna, model, personalization, Renaissance, similarity

E. Borshch

COLLECTION FRENCH ALBUMS OF ENGRAVINGS AND BOOK ILLUSTRATIONS OF XVIII CENTURY IN THE IRBIT'S MUSEUM OF ENGRAVING AND DRAWING: THERE DESCRIPTION, ATTRIBUTION, AND ORIGIN

Abstract. French albums of engravings and book engravings of XVIII century from collection of the Irbit's museum of engraving and drawing are studied. The description and attribution of this collection are carried out. The history of this collection is studied.

Keywords: Irbit's museum of engraving and drawing, the Ural collections of engraving, albums of engravings, book engravings, book illustrations, France, XVIII century

P. Samsonova

ELEMENTS OF THE SHINTO ACTION KAGURA IN THE JAPANESE TRADITIONAL

RITUAL THEATRE NOHGAKU Abstract. Traditional Japanese theatre Nohgaku is based on the elements of ritual action (in particular, Kagura). It is Kagura's tradition that formed Nohgaku's dance, masks and acting technique. Moreover, Nohgaku, being a secular art, keeps Kagura's sacral function.

Keywords. Nohgaku, Kagura, Japanese traditional theatre, Shinto, dance, mask

I. Karachevtceva

CHARACTERISTIC NATURE AS FEATURE OF K. M. WEBER'S INSTRUMENTAL STYLE

(ILLUSTRATED BY THE EXAMPLE OF VIOLIN SONATAS) Abstract. The author accentuates insufficient study of K. M. Weber's instrumental heritage in all its genre constituents what impedes getting the consistent image of it. Aiming at widening the cognitive scope the article analyses Weber's six Sonates progressives pour le Piano-Forte avec Violon oblige op. 10 focusing on characteristic nature as feature of the composer's instrumental style. Thereupon the author distinguishes forms of manifestation of characteristic nature in this opus which are both of musical and of extra-musical origin.

Keywords: characteristic nature, K. M. Weber's instrumental style, violin sonatas, local coloration, genre na-

Part IV. SOCIAL-CLASSIC KNOWLEDGE

V. Tolstikov

LIBRARIES IN CULTURAL LIFE OF THE CLOSED CITIES OF THE URAL REGION POPULATION IN THE SECOND HALF OF 1940-1980-s (ON THE EXAMPLE OF OZERSK TOWN) Abstract.

The article considers the problems of setting up and functioning of the first libraries in the closed towns of the Ural region with the archive materials first introduced. The author analyzes their role in cultural life of the nuclear branch pioneers.

Keywords: cultural-enlightenment establishments, libraries, book assets, "Mayak" Chemical integrated works, technical and engineering employees, central library system, book delivery

V. Khudyakov

AUTODIDACTIC CONCEPTUAL TERMS AS ONE OF THE MOST IMPORTANT TEACHING METHODS IN THE FIELD OF SOCIAL-CULTURAL ACTIVITIES

Abstract. The article deals with the basic notions of autodidactic. The authors give the definition of autodidactic, characterize autodidactic, speak about pedagogical principles of effective realization of autodidactic method and dwell upon several methodological approaches such as individual style of students' activity. Young and beginning researchers can use the article.

Keywords: autodidactic, self-support, autonomy, self-analysis, introspection, self-rating, pedagogical principle, methodological approach

G. Grevtseva

PRINCIPLES OF STUDENTS' PREPARATION TO EDUCATIONAL ACTIVITY

Abstract. The article highlights the patterns and principles disclosed preparation used in duschih specialists for educational work. Singled leading character and sticks of occupational subculture future specialist, and effective to the form of classes.

Keywords: laws, principles, education, humanistic education, educational work

M. Vilchinskaya-Butenko

FUNCTIONS OF SOCIO-CULTURAL SUPPORT OF STAFF IN ORGANIZATIONS Abstract.

The article defines the essential characteristics of the socio-cultural support of staff, reviewed tool support its functions. On the results of the generalization of the empirical material is defined asymmetrical system of socio-cultural support of staff in Russian organizations, expressed, first, in a significant dominance of integrative communication and recreation-game functions, and secondly, in distancing significant part of the domestic employers from tracking.

Keywords: socio-cultural support of staff in organizations, corporate training, counseling, supervision, incentive tourism, corporate leisure, social and cultural activities

R. Litvak, M. Slesar YOUTH POLYETHNICAL CULTURE DEVELOPMENT BY MEANS OF SOCIAL CULTURAL ACTIVITY IN SUPPLEMENTARY EDUCATION ESTABLISHMENTS Abstract. The wide complex of means for solution of the problem of school students' multiethnic culture development is presented. A significant aspect of teachers' professional improvement is optimization of using traditional and innovative means. Dialogue interactions and communications, critical thinking technology as important means of welfare activities increasing productivity of school students' multiethnic culture development are considered.

Keywords: welfare activities, self-realization of a personality, dialogue interactions, critical thinking, problem and search dialogue, heuristic conversations, game, reflexive thinking, ethnic development activities

A. Tazheev

PROFESSIONAL THINKING AS THE BASIS OF FUTURE UNIVERSITY LEGAL DIRECTION GRADUATES' KEY COMPETENCIES FORMATION Abstract. The article investigates the problem of formation of key competencies of future graduates on the basis of professional thinking. It is noted that meaningfully-legal perception of the future graduate of the university surrounding information is contribute to the formation of key competencies. It is noted that the competencies of the future graduate are contribute to special perception surrounding information. The importance of the competency approach in solving the problem is positioned. Contents of the implementation of the author's research technique are shown. Some results of research on the problem under study are presented.

Keywords: professional thinking, formation, graduates, the key competencies, legal direction

M. Sharipov

MODELING OF DEVELOPMENT OF READINESS OF BACHELOR OF PHYSICAL CULTURE TO SPORT-PEDAGOGICAL MANAGEMENT

Abstract. The article deals with theoretical aspects of modeling the process of development of readiness Bachelor of Physical Education to sport-pedagogical management. Presented and justified structural-functional model of this process. A presented description and summary of the units included in the model - the target, substantial, procedural, evaluation and effective.

Keywords: modeling, development, readiness, bachelor of physical education, sport-pedagogical management