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WAR NEWSPAPER STRING: FEATURES OF FUNCTIONING OF PERIODIC PRINTING ON THE TEMPORARILY OCCUPIED TERRITORY DURING THE GREAT PATRIOTIC WAR

Abstract. In the article the author shows the main features of the transformation of the periodical press in the occupied territory during the Great Patriotic war. Lit the characteristic features of the collaborationist press. Set forth the nature of the German printed propaganda. Data on the number of Newspapers, circulation, volume, content. Disclosed the terms of the publication of the underground and partisan press. Shows dynamics of changes in the underground and guerrilla print. Shows the role of the periodical press for the population of the occupied territories.

Keywords: Great Patriotic War, mass propaganda and agitation, periodicals, newspapers, occupying the press, underground newspaper, partisan newspapers

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THE PUBLISHING INDUSTRY IN THE URALS DURING THE YEARS OF THE GREAT PATRIOTIC WAR

The article presents historical and bibliological research of formation processes of regional book-publishing practice in wartime conditions. The purpose of the research which results are presented to the readers, consisted in historical reconstruction of the Ural publishing (its institutional aspects, thematic and typological characteristics of the book release) in 1941-1945.

Research sources: materials of the central and regional archives, publications of the central and local periodicals, bibliographic repertoires of local publications (individual publishers and regions). The determining factors for the functioning of local publishers during the years of Great Patriotic War are changing social and cultural environment (extension of the author's community and readership as a result of their evacuation to the region of industrial, scientific and educational institutions), the institutional foundations of the regional publishing (priorities of public sector management, the evacuation of the central publishing, creating new printing capacity). The restructuring of the domestic publishing industry in the years of World War II led to the revitalization of the publishers in the Urals, increasing the share of book production, mainstreaming, expansion and enriching the author's publications and thematic structure.

Keywords: Ural publishing in 1941-1945, central publishers, regional publishers, Chelyabinsk Regional Publisher, Sverdlovsk Regional Publisher, The Association of Book and Magazine State Publishers.

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DEVELOPMENT OF ADVERTISING BOOKS IN RUSSIA XVIII CENTURY: TO THE QUESTION TO CLARIFY ON THE SECOND PHASE

Abstract. The first phase of development books advertising in Russia in the XVIII century. It has been reviewed earlier [See: 15]. Time range of the second phase associated with the start of activity Academy of Sciences in Russia, established by Decree of Empress Catherine I in December 1725. According to the regulations of the institution (drawn up by the Empress), he was allowed to have their own printing house. In 1728 the Academy of Sciences was opened the Book Chamber, which, on the one hand, had to deal with the implementation of academic publications in the country and abroad, on the other - to carry out the purchase of books for the needs of the Academy.

With the release of the first issue of the newspaper "St. Petersburg Gazette" ["Sankt-Peterburgskie vedomosti"] (1728) associated with the appearance of the first newspaper ads that advertises all sorts of publications (popular character and serious content).

Also during this period under the auspices of the Book Chamber has been established at advertising catalogs editions, played a significant role in the development of book-selling advertising.

The Academy of Sciences in 1735 received permission from the Senate to the promotion and sale of books in various localities of the Russian state. In addition, Russian books are advertised in foreign periodicals. All these actions have allowed the Book of the Academy of Sciences to increase sales of printed products published more than 10 times. The second period of development of advertising books in Russia XVIII century. It completed the first issue of the newspaper "Moscow News" ["Moskovskie vedomosti"], which began publishing Moscow University.

Keywords: advertising books, Russian Academy of Sciences, the Book Chamber, promotional book catalogs, Book Distribution

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THE GENESIS OF THE CONCEPT OF «VIRTUAL LIBRARY SERVICES»

Abstract. Modern society in terms of electronic information revolution is experiencing a new stage of its development - the stage where information and communication technologies and digital information have a decisive impact on society and the environment: on politics, economy, ecology, science, education and library. Today there is a trend of increasing category of remote library users, hence the need to constantly expand the field of access to library information.

About virtualization and virtual libraries in recent decades talked a lot, so what is the essence of virtual services and what we now understand as a virtual library services?

With the development of Internet libraries have a new category of users - virtual, who use the services of a virtual library, does not come into it. This means that each library becomes a conductor of a new culture - a virtual library services.

Increasingly, professional language library community used the term "virtual service", based on trends in visualization society. To date, there are many opinions about virtualization library activities, in spite of this, there is no clear concept, which could unleash this concept and to trace its genesis. The purpose of the article - to summarize current thinking on the virtual library services, to analyze the origins of appearance, to trace the evolution of the term.

Demand for virtual modes of communication in society provides the need to use virtual reality in library and information services as well as traditional forms of library services, despite its urgency and demand are no longer able to fully meet the needs of today's users.

Keywords: virtual library services, genesis of the concept, virtualization, virtual library

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DEVELOPING INFORMATION COMPETENCE OF A FUTURE SPECIALIST IN THE CONTEXT OF HIGHER EDUCATIONAL INSTITUTION LIBRARY

Abstract. The article outlines the potential of higher educational institution library in developing information competence of a future professional in terms of realizing its educational function. The opportunity to develop information competence of a future specialist regarding different types of information activity in the context of higher educational institution library has been proved.

The notion "information competence development of future specialists" in the context of higher educational institution library has been specified, its structure and content have been defined more accurately. It is based on cognitive and communicative structure of information activity and reflects the ability of a future specialist to act both as a information sender and information recipient.

Taking into account the specific content of information-communicative and information-cognitive processes in professional activity, the model to develop information competence of future specialists in the context of higher educational institution library has been designed. The structure of the model has been revealed which comprises scientific-theoretical, content, technological and evaluation-resultative components. A set of pedagogical conditions of the model effective realization has been worked out. Theoretical pedagogical conceptualization of the issue dealing with developing information competence of future specialists in the context of higher educational institution library has been updated.

Keywords: information competence, library, specialist, model pedagogical context

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AUTODIDACTICS AS CONDITION FORMATION OF INFORMATION-COMMUNICATIONS CULTURE

Abstract. The notion of autodidactic acts as one of the conditions of formation of information and communication culture. In the paper we used the activity and personality-oriented approach.

The modern university teaching objectively assumes new forms and variants that make the student perceive an active learning process - this applies to the classroom and independent work.

With the development of information technology, particularly network, each student has the opportunity to make active use of electronic devices with access to the Internet (in particular, during the teacher's lecture) and almost immediately obtain the necessary information. Using skills acquired using autodidactics, the student independently determines the purpose of search of the required information, and extracts the information components necessary for holistic self-analysis. The specificity of the method autodidactics manifested in the fact that the process of independent cognitive activity takes place independently, without the help of the teacher-tutor. The task of the teacher - to teach students (future professionals) in the process of cognition. This skill is universal: not only the need for future careers, but also for social and social life, and at home. Self-learning is directly related to self-development, self-improvement and self-realization, which must constantly produce new knowledge. The learning process is permanent, and the role of the student and the student run parallel.

Keywords: autodidactics condition, pedagogical conditions, formation, information and communication culture

Part II. PHILOSOPHY. CULTUROLOGY. SOCIOLOGY

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BIOGRAPHY SCIENCE OF SOCIAL AND CULTURAL ACTIVITIES: METHODOLOGY AND METHODS

Abstract. Biography science is new scientific direction of socio-cultural activities. Hitherto Biography science of history, historiography and the theory of socio-cultural activities are not investigated. This article - it's actually the first publication. Its task - to attract the attention of scientists to the development and research of biography and social-cultural activities followed by introducing as a new subject in high schools of culture and arts. Theoretical bases of biography science laid down in the work I. Piotrovskaya "Biography science: Introduction to the Science and Review Sources of Biographical Information on the Activities of Russia 1801-1917". It relied scientists examining Biography science of cultural studies, journalism, library science. Biography science of socio-cultural activities is the science of theorists and practitioners, activities through biographies of scientists exploring the development of the history, theory, methodology of social and cultural activities at different stages. The science of comprehension of specific people life that studies the human in all aspects of its existence in the system of socio-cultural activities. Consider not all parties of biography, but only its methodological basis - methods of biography and social-cultural activities. Biographyscience of social and cultural activities as a historical ancillary science is based on general scientific historical methods. Scientific methods of historical research are the basis and methods of biography and social-cultural activities. Are disclosed a method of describing historical and chronological, biographical, updating, comparative-historical, comparative content analysis, potekstovoe retrospective interview given as the justification for their methodological research methods of biography socio-cultural activities and shows their scheme of subordination and the use of biography science in the social and cultural activities.

Keywords: biography science, socio-cultural activitie, methodology, methods, historical, chronological, biographical, updating, comparative-historical, comparative content analysis method description potekstovoe retrospective interviews, biography, scientific discipline

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THE PHILOSOPHICAL AND ANTHROPOLOGICAL CONCEPT «THE PERSON HEALTHY»: PROBLEM STATEMENT

Abstract. In the article the question of possible creation of a philosophical and anthropological concept «the person healthy» is brought up, the questions connected with difficulties of creation of such concept are raised. The approximate course of future research is designated.

In thinking concepts such as "health", "longevity" and "life" is a reflection of his paradoxical desire to extend the extremity of its existence. And first of all health is understood as a physical quantity — the absence of constant physical pain. And then, as something not related to the physical parameters that are intangible dimension. For example psychological, spiritual or moral health. This second aspect is no less important. This is indicated existential and

psychoanalytic philosophy. This circumstance gives the right to assume that human health can and should be considered in two dimensions: physical and metaphysical.

The object of research within the framework of philosophical anthropology is molded in the concept of "healthy people". For the development of the identified concept, necessity becomes the solution of a number of serious issues. Does the person in connection with the changing world? If Yes, what changes and what remains the same? The content of the concepts "health" and "healthy"? How to fit in conventionally ideal image of a healthy man that had been in different cultural traditions, which have historically been located far from each other? These and other issues need to be resolved first.

The research methodology will contain a known list of assumptions. For example, substantive approach (ontology), suggesting that the basis of the phenomenon of man healthy, should be something that precedes, there arises in man on the level of the senses, of intelligence and embodied in his actions. Axiological approach, allowing, within the boundaries of the research field, the hierarchy of values in relation to the highest good — health. **Keywords:** philosophical and anthropological concept, health, person healthy

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RELIGIOUS SELF-TRANSCENDENCE AS A FACTOR OF THE HUMAN RELIGIOUS CONSCIOUSNESS (ON THE EXAMPLE THE SPIRITUAL LIFE IN POST-SOVIET RUSSIA)

Abstract. Over the years a number of prominent scientists - sociologists, philosophers, theologians expressed the opinion that in the XX - XXI centuries, religion, hence the need for a person to appeal to a transcendent divine reality lose its importance in connection with the development of scientific knowledge, but today shows the opposite situation. The era of rapid growth and development of information technology, globalization, the transformation of values, the threat of a third world war led to the cultural and anthropological crisis. To a large extent it is the global problems of humanity became a catalyst for the conversion of many people towards religion, as an opportunity of gaining feelings of stability, peace and security. The article studies the problem of religious self-transcendence as a philosophical-anthropological foundation of the existence of religious consciousness. Analyzing the phenomenon of religious self-transcendence author concludes that the forecast number of scientists on the reduction of the role of religion in modern society is not currently confirmed. On the contrary, in today's society there is a marked increase and modernization of traditional and modern religious movements. One of the factors of growth are worsening the global challenges of our time: growing anthropological crisis, the threat of environmental catastrophe, economic problems, aggravation of military conflicts between countries. It is a religious self-transcendence creates the possibility for a person to overcome this crisis, thereby helping him to find new meanings, limits and opportunities in the thorny path of self-realization. In support of his conclusions, the author uses the materials of empirical research.

Keywords: religious self-transcendence, religious consciousness, anthropological constant self-transcendence

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THE DEIFICATION ACCORDING TO ARCHIMANDRITE CYPRIAN (KERN)

Abstract. The deification is an important note of Christian theology that signifies the union with God. The modern theology that is founded on the theology of Holy Fathers, goes from the thesis that the salvation is possible in the union with God. In this article the doctrine of the theosis is presented according to father Cyprian (Kern). Archimandrite Cyprian (Kern) is a theologian of Russian emigration. He is famous for his investigation of the anthropology of saint Gregory Palamas. In his doctrine of the deification Archimandrite Cyprian follows the doctrine of saint Gregory Palamas, teaching of the man's realization of God's image and of the man's possibility to be in nearest unification with God-Trinity. For father Cyprian the deification is unification with God. The aim of the article is to present the world-seeing meaning of the deification. His teaching gives the possibility to see how the salvation of the man takes place. Taking into consideration this teaching we can use it for the moral life of the Christian. Our salvation consists in the realization of the image which was given primarily to us and achieving of God-resemblance and getting rid of the sin. The deification is connected with all the system of Christian doctrine: triadology, Christology, pneumatology. It is not a momental act but a complicated process connected with all the life of the man. The deification has the world-seeing meaning for it tells of the sense of the life of the an who aspires for the eternity.

Keywords: deification, theosis, salvation, image, participation, synergy, sin, Missions, Holy Spirit, image, God-resemblance

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THE CONTEXTS OF HISTORICAL MEMORY AND TRADITIONAL FOLKLORE

Abstract. In the article are considered questions relating to the definition of historical memory, its content, conditionality cultural-historical development of society, describes the different types of media. The author proves the relevance of the treatment to the problems of historical memory not only in traditional societies but also in modern social and cultural collisions. The article describes the different types of carriers of historical memory and their characteristics. The author provides brief descriptions and analysis of tangible and intangible sources of historical memory. Briefly, the author dwells on the notion of tradition. Characteristics of traditional phenomena in contemporary culture, including traditional folklore. This article describes the issues related to full existence and functioning of historical memory without the preservation of traditional folklore. The author shows the value of traditional folklore as one of the carriers of historical memory: the preservation of linguistic memory, artistic and imaginative reinterpretation of historical events, the source of information about the "existential" experiences events etc. In the conclusion the author comes to the following conclusions. Historical memory has not lost its significance in modern culture. Traditional folklore undeservedly underestimated actual socio-cultural research and, as a consequence, in large measure, incompletely used in sociocultural practices. As the bearer of historical memory, he has a number of specific characteristics and is one of the "living witnesses" and the historical past, and present. In effect presents the specificity of traditional folklore has a unique vitality. The problems of its preservation as a living, relevant, effective phenomenon of culture, giving it depth and solidity, should be in key positions in scientific and practical activity. **Keywords:** historical memory, tradition, traditional phenomenon, traditional folklore

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FASHION SHOW AS A SYSTEM OF CODES OF CONTEMPORARY CULTURE

Abstract. The article presents the features fashion shows as areas of design activities and mechanisms to develop new spectacular cultural norms. The nature of the object of study, in particular the role played by the cultural codes of fashion in the concepts of the shows, led to a specific range of cultural and art history approaches. The author focuses on the fact that fashion shows are not only translation offashion trends, but also the complex theatrical acts forming new cultural phenomena. The article describes the history of fashion show that for 100-odd years has gone from a simple demonstration offashions to one of the most important phenomena in the world of culture and show business.

Today a special atmosphere is created by combining displaying and interaction of many means of artistic expression. The author examines and analyzes the individual approaches of fashion designers to creating shows, notes the various tools and forms in organizing a fashion show by the example of the most important names in the fashion industry of the XX - XXI centuries. Fashion shows, theater shows, performances, environmental art, actions, classic demonstration of clothes, conceptual shows - this is not a complete list of forms of fashion shows, which characterize the new visual phenomena and meanings that reflect the attitude and outlook of the designer. Every designer is trying to find its own set of characters or a combination of figurative marks for visual messages to the public. The author is the first one to try to structure the visual communication design for a specific target audience in shows as code reading system. Further, the study implies choosing the correct set of tools for the identification of each type of shows and cultural code.

Today, fashion shows are becoming man-made reality that actively permeates the socio-cultural environment of modern society. The main problem addressed in this paper is the relationship offashion and art, the relationship of artistic trends of art with fashion shows, resulting in the formation of new phenomena and codes of culture.

Keywords: history of fashion, fashion culture, cultural identity, fashion designs, art, conceptual, costume, cultural codes, fashion shows, performance, conceptual performance, meaning, transformation of images

Part III. ART STUDY

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ON THE ESSENCE OF MUSICAL ARTICULATION AS CORRELATING SOUNDS

PONDERABILITY DEGREE

Abstract. The author expresses a new sight on the musical articulation as a system offirst and foremost correlation of strength and gentleness of correlating tones. The most important thing here is the means of time - increase or decrease of pronunciation period - prolongation or shortening of both words and musical tones, correlation of grouped into an accord and separated from it.

A. Braudo, a famous organist and teacher was one of the first who studied articulation from the point of view of musical performing art. The system of accentual pointing out of supporting sound determines clearness and distinctness of musical pronouncing. To prove this statement the author draws analogy to a verbal speech. The pronouncing tones are added senses of different kinds with the help of articulation means.

It's worthwhile mentioning that correspondence between verbal syllable and musical tone is not quite full as a syllable consisting of a combination of a consonant and a vowel followed has more analogs with a musical tone rather than a syllable consisting of a vowel only. The analogies we have are explained, first of all, by communicative function of speech and music.

Keywords: articulation, diction, pronunciation of hardness and softness, the ratio of connectedness and separateness, reduce and consistency of sounds

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COLLECTIVE PERFORMING ART IN CHILDREN'S MUSICAL AND ART SCHOOLS AS A SOCIAL-CULTURAL PROBLEM

The article is devoted to the prevailing artistic-educational role and factual state of collective performing art in training process in children's musical schools (CMS) and children's art schools (CAS). The author suggests the point that choral singing and orchestral performing art are a deserving counterbalance of excessive academization of educational process in CMS and CAS as only these artistic groups give the students even with very poor musical capabilities an opportunity to feel themselves full-fledged performers. The problem is in widening and deepening of personal creative experience of children through social-artistic, collective-performing experience. In practice the above mentioned idea was fully fulfilled in the second half of the XXth century by a famous teacher N. A. Kapish-nikov from the Kemerovo region, the founder of a model children's folk instruments orchestra.

The author offers a number of children's musical and art schools of the Chelyabinsk region specialized in folk-orchestral creative activity. On the example of CMS and CAS traditional Russian folk instruments orchestras' competition the author reveals advantages of collective form of children and teenagers musical activity.

But it is interesting to note that out of 100 children's musical schools and art schools of the Chelyabinsk region less than 30 musical groups and ensembles participate in such competitions which cause many questions. Sociological data help to analyze not only actual problems of such training amateur orchestras but also real state of things in the given aspect of social-cultural sphere. Obvious conclusions of the research include objective necessity in musical instruments, unsatisfactory quality of the instruments used, and what is most important, lack of musical teachers-leaders of orchestras. All this to a large extent predetermines unsatisfactory structure and content of educational process in many CMS and CAS.

According to the results of public opinion polls Russian folk instruments orchestras function only in one third of all schools of the Chelyabinsk region which is very well proved by the same number of orchestras taking part in the traditional competition of the region. And it happens when the main artistic-educational task of children's musical and art schools is to impart schoolchildren to collective music playing. The main problem of all CMS and CAS at present is to provide schools with high quality musical instruments and training of high quality personnel including Russian folk instruments orchestras' leaders in the corresponding high schools.

Keywords: children's musical schools (CMS), children's art schools (CAS), collective musical performance, the orchestra of Russian folk instruments, contest educational music school orchestras and art schools

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FORMATION OF IDEAS ABOUT MUSICAL STYLE OF SINGERS CHOIR

Abstract. Category "style" is one of the basic concepts of art history. In the writings of philosophers, historians and theorists of art is seen as a phenomenon of style multi-level integrated system principles of creative thinking, imaginative ways of expression, figurative-expressive techniques, structural and formal structures.

A special layer in the theory of style, constitute provisions of stylistic concepts developed by domestic musicologists. In today's style is studied musicology from the standpoint of intonation specifics of musical art and is defined as a complete collection of some of the dominant characteristics that are present in almost every product of a particular style, as well as some common principles of artistic expression, regular pair of expressive tools required to solve a single artistically-valuable information and semantic problems of musical art.

The paper analyzes the technology of formation of representations about the musical style of the choir singers. The author considers the problem of development of musical and stylistic phenomenon through the prism of vocal and choral activities and stands on the position that the effective way to recreate the depth of understanding and stylistic features of a musical work is the artistic and interpretative analysis.

Substantiates the notion of «stylistic flair» in relation to choral singing. The technique of artistic and interpretative analysis, the essence of which is the development of a singer stylistic complex vocal-choral works from two perspectives - «active listener» and «artist». According to the author, at the level of intonation and auditory comprehension of the musical style of the product in association chorister arise perceptual stylistic traits. In the process of musical performance received auditory association and feelings are transformed into complexes of the singer and stylistic representations projected on the level of acoustic-physiological expression appertsepsionnoe acquiring property. A decisive role is played here by the formation of «stylistic way of» controlling «the singer-performer» in the further choice of authentic Performing techniques and means of expression.

The article discusses the development of effective instructional techniques style of music; describes the operational activities generated at the choir singers in the process of understanding the laws of style of music performed by the proposed method.

Keywords: musical style, stylistic approach, stylistic flair, singer choir, artistic and interpretative analysis

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BASHKIR LITTLE CAP "KASHMAU": THE SEMANTIC ASPECT

Abstract. This paper presents questions of semantics and artistic expression of national bashkir headdress "Kashmau". Kashmau is an item of clothing of married woman, which is made in the form of closed little cap and back mounted detail decorated with coralline and multicolored seed bead, coins and pendants. The problem of historical development particularly of the cap's form was developed by a number of scientists, including S. N. Shitova. According to the one of the versions which was put up by researcher in the context of Bashkir ethnogenesis, the origin of the formation of cap design can be specific types of headdresses of Siberian and Central Asia folks. This paper also presents results of kashmau artistic analysis which make it possible to mark cap's main means of expression. In the first place it is the use of contrast principle whether in colour combination or in composition character of particular parts of kashmau. Kashmau semantic's examination showed sacrality of headdress in aspect of cult actions (Cult of Mother-Genetrix), also it showed significance of some decor elements in aspect of mythological ideas in culture of bashkir and other folks. Kashmau's specific feature is to open sincipital part of the head, this feature is connected with different bashkir convictions in mobility of man's soul, which also met in Syberian folks mythos. In paper described kashmau functions in bashkir way of life. Determinating headdress only as ritual attribute which is of key importance in wedding ceremony, scientists refer it to descendible items on the distaff side as things which have protective force. Therefore kashmau's place in costume is determined by its special importance in Bashkir's household, headdress allowance by magic offertility and by the the female principle.

Keywords: Bashkir, material culture, headdresses, national costume, traditional costume, kashmau

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WAYS OF DEVELOPING AND MAINTAINING PROFESSIONAL QUALITIES OF THE VOICE

Abstract. Commitment to professional development creates the need for improving the voice, correct his congenital or acquired defects and also displays a new level of voice problems in studies of the functions of its defining characteristics, features and special teaching methods. Authors of the article describes the communication profession depend on the health of their vocal apparatus. A list of requirements for the qualities of their voices, including stamina, melody, flexibility, expressive intonation, timbre and voice power, from the ability to correctly hold that for professional purposes depends on efficiency.

The article describes the classification of occupations in the light of quality requirements to vote proposed by the Union of European medical specialists in 1979, including the singers soloists, singers-choir members, actors, radio and television announcers refer to the profession with extremely high requirements to the quality of the voice; teachers, professional speakers, interpreters, politicians, educators and teachers of children's institutions. tele-phonist, etc. - refer

to the profession with high requirements to the quality of the voice; lawyers, judges, doctors, military commanders - refer to the profession with increased requirements to quality of the voice or associated with work in a noisy environment. As a result of intensive load the voice loses the necessary acoustic signs such as sonorousness, voice power, changing the timbre and stamina. According to surveys, the voice function are violations by 40-50% of teachers. The article highlights the issues of prevention of diseases of the human vocal apparatus speech professions, including teaching profession. In particular, the functional training system is disclosed on the formation and development of professional qualities of voice, which is implemented on the basis of the Surdo phoniatic Center of the Chuvash Republic Clinical Hospital.

Presents the results of experimental research conducted among teachers in Cheboksary, Chuvash Republic, which was aimed at identifying the most common early signs of changes to the professional qualities of voice, determining the relationship between the condition of the respiratory system and negative factors of teachers working conditions, prevention of occupational diseases. Research has shown that this system contributes to the setting of the voice vote, allows the patient to acquire skills of proper and natural of voice, helping to improve the acoustic properties of the voices, adjusts breathing and develops communicative function of speech, provides an opportunity to improve natural speech. Experimentally revealed the most characteristic early signs of teachers voice change and the relationship between the condition of the respiratory system and the influence of negative factors of teachers working conditions.

Keywords: profession with voice loads, the production of speech voices, the preservation of the physiological norm voices, hygiene voices, voice range voice, violation of speech, correction of physiological and phonatory breath, voice load, training vocal cords, the restoration of the functions of the voice.

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MUSICAL STYLE LIKE AN ART MODEL OF LIFE

Abstract. The article analyzes the phenomenon of musical style, which is regarded as a system of musical-expressive means of modeling dominant in a certain era vision of life. The question of the very possibility of considering the musical style as an artistic model of reality is raised. To do this, on the basis of domestic musicology style is regarded as a special musical and aesthetic phenomenon. The authors refer to the classic works of E. Nazaykinskiy, V. Medushev-skiy, M. Mikhaylov, S. Skrebkov, A. Sokhor. The article also provides a brief description of modeling as a scientific method. As a result, the authors made an assumption about the functional similarity between the scientific modeling and musical creativity. The authors insist on the concept of «model», as it refers to the desire of musical art to convey a coherent worldview, as opposed to disparate sensory images. To confirm this thesis in the article made a brief overview and analysis of historical musical styles for compliance with the system of musical-expressive means of the world system perception of a particular era. The article deals with the musical styles of the Middle Ages, Renaissance, Baroque, Enlightenment, Romanticism, XX century. As a result, concludes that there is a correspondence between ideas and images of the dominant ideology and system elements of expressive means of music - musical style elements, causing the listener corresponding sensations. In conclusion, the article authors point to the need to semiotic develop category musical style that will help provide more accurate data on the specificity and relationships of form and content in music.

Keywords: musical style, art model of life, system of musical means of expression, the musical language

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MODERN HARPSICHORD ART IN THE CONTEXT OF HERMENEUTICS

The problem of the validity of an authentic theoretical direction in music still care science and art. Relevance of the topic caused by fact of occurrence of the tradition historically oriented manner harpsichord performance, also called authentic in the late 50's. XX century, as well as with doubt and denial of this tradition musicians faithful prior romantic manner.

In this regard, the aim of the work was to find theoretical evidence that could approve the existence of an authentic performance tradition in the framework of the academic musical culture as the only historically conditioned.

The primary method to achieve this goal - to attract the provisions of section philosophy, called hermeneutics developed by Italian philosopher E. Betti in the analysis of the principles that shape the style of a clavier direction in performing Baroque music.

The first canon Betty E. formulated as a canon of the autonomy of the object. With regard to the execution of the Baroque clavier music, he directs the work with urtext edition created by the author, not with the editorial board of the XIX century stylistic norms dictated entirely different time.

The second canon is formulated as a canon of hermeneutical totality consideration. Following it allows the player to build a larger form as a whole, without cuts, without removal of the majority of the parts made in the XIX century. (Recall that in the XIX century. Suites practice performance for a long time the game was replaced by individual, extracted from the context of parts), and provides transfer the information from part to part for saving integrity of the form.

Third Canon - the relevance of understanding - requires knowledge of all components tradition of authenticity (urtext edition, historical instruments, historical style of performance) by the performer and excludes any substitution of these three components.

Fourth canon - the adequacy of understanding - says correlating sense of hermeneutic consonance for understanding the purpose of the object as its own. Following the canon eliminate the introduction of the romantic the emotional background in Baroque music, understanding of Baroque art as a richly decorative or scholastic.

The doctrine of E. Betty was a code of ethics that allows the modern musician to choose the way preservation of historical monuments and worthily orient in an increasingly expanding the cultural space; using a formula to create by philosopher of objective interpretation: *sensus non est inferendus, sed efferendus* (meaning should not make, and bear).

Keywords: harpsichord, Authentic, Baroque urtext edition, hermeneutics, dialogue, historical method

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CREATIVITY OF ARTISTS OF THE MOSCOW SCHOOL IN THE CHURCH SINGING ART XV - XVII CENTURIES: THE HISTORY OF THE STUDY

Abstract. It is noted that since the middle of the XIX century. researchers began to study the history of ancient music and the written arts, and in the 60-70-ies. XX century. started to decipher the manuscripts. However, their analysis carried without taking into account accessories masters to specific regional creative school that generates a lot of inaccuracies and errors. Ural scientists Parfentjev's have made significant contribution to the study of problems of appearance and activities of the regional schools and centers of ancient musical art. They have established biographical information about famous master chanter (composer), didaskaloi (theorists), singers, define the system of professional choirs in Russia XV - XVII centuries. It was also undertaken a special study of the activities of local choirs (Bishops, monastic, private). The focus of the new works Parfentjev's dedicated to the art masters of the Moscow school in the ancient art of musical writing, which had national significance. Its range extends from the creative personalities to ordinary and outstanding chanter to reigning persons. In these works the first time it is shown that the formation of the Moscow school was completed largely thanks to the creativity of Tsar Ivan IV the Terrible and Feodor Krestjanin 's. Tsar Ivan, according to Russian and foreign sources, known musical instrument and sing along with the chorus of courtiers, was the author of a number of vocal works.

Works, which are presented in a historiographical review of the Ural scientists dedicated to the masters of the Moscow school, opened many previously unknown pages of the history of Russian culture.

Keywords: Old Russian church, singing art, author's work, the master of the Moscow School, Feodor Krest-janin's, Ivan the Terrible

Part IV. SOCIAL-CLASSIC KNOWLEDGE

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MODEL OF FORMING THE UNIVERSITY FACULTY READINESS FOR INTERNATIONAL COOPERATION

Abstract. The teaching staff (faculty) of the University competences of the international cooperation in dealing with pro-occupational tasks are relatively new and are not massively exploited by teachers. For several years in the South Ural University has been carrying out an organized pedagogical promote for the faculty' readiness to imply them. Studying the theoretical aspects of further teaching staff education and researching the suitable ways of its practical implementation, we have developed a model of readiness of the University faculty for international cooperation. Development of a model is based on systemic, synergetic, humanely oriented approach. The model is presented at the conceptual, the pedagogical, practice levels and is characterized as a system. At a conceptual level methodological basis

of research models and principles of its construction: humanism, system, openness, synergy realization, Trinity reality, internal and external conditionality of preparedness for international cooperation, reflexive, self-realization in the field of international activity, activities of continuous development, - are defined. At the level of pedagogical model element of the system is defined revealing its substrate and emergent properties. Components of the educational process aimed at developing university teaching staff readiness for international cooperation in the field of performing their professional tasks are characterized. At practice level additional vocational training program aimed to developing faculty' readiness to international cooperation is produced. Based on the analysis of best practices, using data obtained in the course of testing and interviewing teachers, positive dynamics of development of readiness of the two categories (learning or not learning the language in the "Lingua") of representatives of the faculty to international cooperation is revealed. It is experimentally proved that the level of preparedness for international cooperation correlates with the level of linguistic competence, in particular, received as part of the "Lingua " studies.

Keywords: readiness to international cooperation, university faculty, levels of the model, system element, the educational process of additional education, the components

M. Iusupov

Candidate of Historical Sciences, Associate Professor of the South Ural State University **THE ESSENCE AND VALUE OF NON-FORMAL EDUCATION AS A SOCIAL AND CULTURAL INSTITUTE**

Abstract. Adult education is an integral part of the educational activities of the State, local authorities and public organizations.

Is considered out-of-school education at the turn of the 19th and 20th centuries. Globally, as a continuous process. Analyzing the works of theorists and organisers of adult education, summing up practical experience of the formation forms of adult education, the author studied the basic principles and conditions for the development of non-formal education in the early 20th century.

In disseminating the main forms of non-formal education has played a big role in the country the experience of foreign countries. The author believes that the ideas of emergence and spread of innovative experiences in domestic socio-cultural practices are evident. Diffusion in cultural and educational activities is defined as the import, borrowing and dissemination of innovations in the field of adult education participants in direct contact interaction, through learning experience or indirectly through a variety of media. Openness and modernization of the country facilitated communications and facilitated the rapid dissemination of innovations in cultural and educational activities. Scale of diffusion of innovations in the field of adult education is a characteristic feature of the era of modernization of Imperial Russia.

Thus, non-formal education was so socio-cultural institution which acted as the most important factor of humanization of socio-economic relations, the formation of the new vital installations personality, able to live in a new reality after reforms in Russia at the turn of the 19th and 20th centuries; contributed to economic and cultural development of the country, its social progress, ensure the formation of a civil society in Russia.

Keywords: culture, cultural policy, non-formal education, cultural education, State and City Government, adult education, socio-cultural modernization

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SOURCE STUDYING PROBLEMS OF RELIGIOUS CHANTS OF RUSSIAN GERMANS

Abstract. The article analyzes the materials of folklore-ethnographic expeditions to the Krasnoyarsk area and the Kemerovo region from 1995 to 2015. Printed and manuscript materials in German, representing collections of sacred songs and prayers, printed, or written by several varieties of Gothic font are examined. The authors note that sacred music including liturgical and everyday singing plays an important role in the traditional musical culture of Russian Germans. The spiritual chants are considered as a unique complex of folk songs and Church music works, united by common religious content. The language aspect is emphasized as important in studying spiritual chants of Russian Germans, because after leaving Germany, Germans more than two centuries kept the language of the XVIII century. Among the sources the collections of hymns printed typographically were found, for example, "A Collection of Christian songs for public and domestic use in the German Protestant colonies on the Volga". The songs for this collection were collected and recorded by German Evangelical preachers in the Volga region

colonies from the collections of Psalms that were brought by the colonists from various German Church dioceses at immigration to Russia. The handwritten songbooks with German spiritual songs are caused a particular interest, which according to the informants, even in the 1980-s, were actively rewritten and expanded with favorite poems. Appealing

to the problem of forming and preserving ethnic culture is connected with the necessity to find those reasons in culture, which developed the social and cultural processes and phenomena throughout developing humanity on which revival and extension of real values, historical heritage of generations, as well as the development of spiritual ideals and national and cultural identity are possible.

Keywords: culture, tradition, transformation, spiritual (religious) chants, Russian Germans, religious communities, Gothic font

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EDUCATIONAL ACTIVITIES COMPOSER V. USOVICH

Abstract. Name the composer Professor of East-Siberian State Academy of Culture and Arts V. Usovich known not only in Buryatia, but also in Russia. Exploratory interest in his work is enormous, famous musicologists wrote about him - O. Kunitsyn, V. Lazareva, O. Rusinov and others. However, the teaching activities of the composer is seen for the first time. Briefly describing the life and the creative way of V. Usovich, we note that the composer of the musical pedagogy has been more than thirty years, since the practices in the years of study at the Ural State Conservatory, Ulan-Ude Musical College, since 1977 in the East Siberian State Academy Culture and Arts. In his teaching activities V. Usovich successfully continues the tradition of Russian classical teaching, going back to the great master of composition by Rimsky-Korsakov.

Utterance of its graduates D. Korkina and A. Rusanov, A. Cohanin about the huge impact of personality and individual style of the composer V. Usovich. Students remembered what is required for the composer himself and his disciples.

It should be noted the qualities of the teacher - intelligence, modesty and prudence. The basic principles of pedagogy V. Usovich focused primarily on the education of musician. He could see in each individual student, accustomed to independent creative search. Educational activity has contributed greatly to the development of musical culture of the Buryat Republic.

Keywords: Composition, pedagogy, student composers

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THE STATE POLICY IN THE FIELD OF SOCIAL WELFARE AND EMPLOYMENT OF WAR INVALIDS IN THE PREWAR PERIOD AND DURING THE GREAT PATRIOTIC WAR

The article analyzes the state policy in the field of social welfare and employment of disabled veterans in the prewar period and during the Great Patriotic War. The participation of the Soviet Union into the conflict on the Lake Hasan (1938), the battle of Khalkhin Gol (1939), the Soviet-Finnish War (1939-1940). Led to an increase in the number of war invalids and accordingly updated the challenge of change state policy aimed at their support. Before the Great Patriotic War were adopted a number of measures aimed at supporting disabled people armed conflicts end of the 1930s. Appeared the decision of SNK of the USSR governing the appointment of pensions to different categories of servicemen and their families, including military personnel who have become disabled. The repeated increase in the number of persons with disabilities with the beginning of World War II led to a change in the system of social welfare and rehabilitation of disabled persons. Over the years there has been an extension of state aid, which included, in addition to a pension and benefits, providing food and industrial goods, the benefits of housing, land, fuel. From 1942 begins to take additional measures to support the training and employment of disabled persons. At the same time, the costs associated with the pension provision increased, which resulted in the 1943-1944 years to the introduction of punitive measures of deprivation of pension for people with disabilities II - III are not willing to work and reducing pensions for all disability groups. During the war years of the measures taken to provide food aid to disabled veterans, there was a practice in the allocation of aid cotton fabrics, woolen fabrics, garments and knitwear, cotton yarn, stockings and socks, leather and felt footwear.

In 1945 additional measures are taken indication the war-disabled and their families: an exemption from tuition fees; benefits to pay agricultural tax and the implementation of obligatory deliveries of agricultural products to the state. Disabled World War II provided the possibility of obtaining loans for the construction and rehabilitation of houses.

In general social security and employment of persons with disabilities in the prewar years and years of war has become systemic in nature, but the payouts were low and did not compensate for lost earnings, which led to the necessity of introducing natural forms of security and fringe benefits, and in addition to employment assistance, the state used enforcement mechanisms.

Keywords: war invalids, disabled World War II, soldiers who became disabled, military disability pension, employment of persons with disabilities, welfare of persons with disabilities, disabled veterans benefits

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EDUCATIONAL AND HEALTH-IMPROVING OF CULTURAL AND RECREATIONAL FACILITIES OF BURYATIA

Abstract. The article describes the educational and health-improving, which is divided into several types: environmental, patriotic, sports or a healthy lifestyle, educational and is seen in the activities of cultural and recreational facilities of Buryatia in the period from 1985 to the present. The selected period is associated with changes in socio-economic and political spheres occurring in the country and in the Republic, which is divided into three stages:

The era of «perestroika and glasnost» 1985-1991. The first stage is characterized by the democratization of soviet society in all spheres of life and especially in culture. Continue the development of cultural and recreational facilities of Buryatia, arranging cultural events and educational activities. Educational and recreational activities among youth was engaged in komsomol organization, for the entire population of Buryatia of the event in the case of patriotism, the environment, healthy lifestyles was carried out by museums and libraries, which were entered into confrontation with the changing socio-economic and political situation in Russia and Buryatia.

Transformation of the Russian society in all spheres of activity (1990s). The second stage is a period of transformation of the Russian society in the social sphere, the economy, politics, culture (1990s). In these years there has been a decline of cultural and recreational facilities of Buryatia: the closing of museums, libraries, houses of culture, etc. Instead of uniting the Komsomol organization new set of youth associations.

The modern stage (2000 to present days) - is characterized by attracting visitors through all kinds of promotions, project development, various services, etc.

The author reviewed article on educational and health-improving cultural and recreational facilities of Buryatia (1985-2000s), who have undergone three stages of development and have been associated with the developments in the country and in Buryatia in a given period of time.

Keywords: the educational and health-improving direction, cultural and recreational facilities, the komsomol, library, museum, public organizations

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PRACTICE AS AN ORGANIZATIONAL FORM FOR FORMATION OF THE FUTURE TOURISM MANAGERS' READINESS FOR INNOVATIVE ACTIVITIES IN THE REPUBLIC OF CHINA

Abstract. The article substantiates that practice as the most important component of training highly qualified specialists is the most favorable organizational form for forming future tourism managers' readiness for innovative activities. Thus, the professional and common cultural competencies of innovative activities that students acquire in practice are identified, with the practice tasks and stages of implementation being developed.

The author highlights the need to implement and evaluate students' innovative projects in the company, and a particular attention is paid to the pedagogical support for students' successful and safe practice.

Keywords: readiness for innovation, tourism manager, practice, job steps.

DISCUSSIONS

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GROUNDS SYSTEMATIZATION AS THE BOUNDARY BETWEEN SCIENTIFIC DISCIPLINES

Abstract. The article deals with the problem of differences in scientific systematization of empirical material, dividing different areas of knowledge in scientific disciplines. In this connection, the author demonstrates the scientific invalidity of cultural studies of art as not meeting the criteria of certainty and unity of reason systematization.

Keywords: science of culture, art history and cultural studies, the base of systematization, science and journalism