

I. Tuzovskii

Candidate of the cultural studies, Chelyabinsk State Academy of Culture and Arts

E-mail: idtuzovsky@gmail.com

HISTORICAL CIRCUMSTANCES WHICH CAUSE SYNCRETISM AND CONVENTIONALISM OF THE CONTEMPORARY STATUS OF THE INFORMATION SOCIETY'S THEORY

Abstract. The theory of the information society is the key sociological concept today. It's a basis of the creation of state development plans and programs. However, dominating of the scientific concept for a long time causes negative trace on critical reception of it by new generations of researchers. That's why the new view on the problem origin and evolution of the concept of the information society during the early stage.

Author discovers syncretism and conventionalism of the singular social models of Modernity. It has a connection with 2 central ideas – the post-industrial and the information societies.

First important aspect of the syncretism is congruence of attributes of different model of the contemporary society.

Another one is in the unclear authorship of several concepts. For example, there are many problems with attempts to disclose real authorship such concepts as the post-industrial society, the information society, the network society.

There is a problem of ideological and socio-cultural background of the main analytic and predictor concept of the contemporary society – the Information society. The author considers that this event was accompanied by positive and negative circumstances like the Information revolution, relatively bigger pluralism of the West society, the Cold war and many others.

The most important factor which is influenced on the nature of the these sociological ideas, was a socialization of the information revolution's consequences.

Also important such thing like formation of the 2 West civilization's centers – American and European. There were many reasons why they had to contempt with each other and it caused origin of many concepts of the Modernity. The ideological pluralism was another reason of this diversity.

The very important factor is also continuing of the Cold war. It demanded from the West societies to create and spread their own futurological project, which would have been differs from soviet Marxism. At last, such west project must have power to integrate and consolidate all western societies, not only to disavow Marxism.

As a result authors consider that the information society's concepts must be critical reviewed.

Keywords: the information society, the post-industrial society, D. Bell, J. K. Galbraith, theories of the contemporary society

N. Avdeeva

Head of the Administrative department of management and monitoring service for client0, Russian State Library

E-mail: avdeeva@rsl.ru

V. Ledovskaya

chief specialist of the Department of support of access to digital resources, Russian State Library

E-mail: LedovskayaVM@rsl.ru

PLAGIARISMS IN DISSERTATION THESES – HOW TO DETECT

Abstract. The present article deals with a most urgent problem of academic plagiarism. It aims at presenting ways and methods of fighting plagiarism at the Russian State Library, namely the plagiarism test worked out for academic papers. Having analyzed characteristic features of the RSL anti-plagiarism expertize and having shown ways of detection of so-called "incorrect borrowings", the authors come to the conclusion that the plagiarism test, which has been carried out at the RSL for several years, turns out to be an effective weapon on condition that higher education institutions should not forget to teach professional ethics to future scientists.

Keywords: academic awareness, incorrect borrowings, scientific ethics, scientific reputation, plagiarism, Russian State Library, service, Digital Dissertation Library of RSL

A. Mikhailova

post-graduate student, Chelyabinsk State Academy of Culture and Arts

E-mail: mihailoova@gmail.com

INTEGRATIVE LIBRARY FUNCTION IN THE INFORMATIONAL AND EDUCATIONAL SPACE OF THE UNIVERSITY

Abstract. The problem of formation of the informational and educational space of the university reveals in the article. It is described the mechanism of integration processes in the informational and educational space of the university and the library's role in these processes. It is shown that process of creation of informational and educational space of the university is substantially provided with library.

The university library is considered as a backbone element of informational and educational space from the standpoint of a systemic approach. Ability of library to interaction with other subjects of the informational and educational space of the university, which introduces high-quality change in its activity, is emphasized.

According to the title, the article determines the integrative library function of the university, which provides the effect of the integrity of the informational and educational space in two directions: internally and externally. The implementation of the integrative library function, which integrates all the subsystems of the institution, is described in detail, creates filling of documentary level of the informational and educational space and maintains its integrity. Also the external direction of integration in which the university library provides access to the global informational and educational space of the city, region, country and world by implementing integrative function.

The article gives a detailed analysis of the library's role in the creation of educational resources in the informational and educational space of the university. Conclusions are drawn that if the internal integration is aimed at providing integrity of the informational and educational space of the university and is based on the interaction of its subject of the university, the external integration involves combining educational resources of various institutions (not only universities). Opportunities, which are opened by external integration at the modern stage of development of the information society, through to new information technologies, are listened. This article is of interest to employees of university libraries, as well as researchers, who consider the question of modernization of activities university libraries.

Keywords: integration, integrative function, library, informational and educational space, educational resource

Part II. PHILOSOPHY. CULTUROLOGY. SOCIOLOGY

G. Avanesova

Doctor of Philosophical Sciences, Professor, Sholokhov Moscow State University for the Humanities

E-mail: gal-09@list.ru

O. Astafyeva

Doctor of Philosophical Sciences, Professor, Russian Academy of National Economy and State Service under the President of the Russian Federation, IPAM

E-mail: onastafieva@mail.ru

Abstract. Modern Russia isn't giving up cooperation with countries of different political, cultural and civilizational areas of the world, particularly in inter-state cooperation on the near future gives relations with the countries (especially eastern) of the Eurasian region. Today economic and political-military forms of such cooperation in terms of cultural and humanitarian concede his species. Authors analyze the question of the strategic objectives and value-semantic basis, which are formed on the basis of different types of partnerships, including communication in cultural and humanitarian spheres. The comparative analysis of historical and current resistant characteristics of the Russian-Eurasian cooperation, and considered their semantic synthesis produced in the practice of new forms of the Eurasian Partnership.

Keywords: Eurasian integration, cross-border cooperation, the semantic framework for cooperation, culture, civilization, education, strategic partnerships, alliances between civilizations, cultural and humanitarian aspects of cooperation

G. Konson

Doctor of Art Criticism, Professor, Russian State Social University

E-mail: gkonson@yandex.ru

CATASTROPHIC SENSE OF LIFE AND CATASTROPHIC OF IDENTITY

Abstract. Subject of Research – the psychology of the individual person in its feelings of impending catastrophism which is in the area of catastrophe theory. This theory is founded by dialectical, Heraclitus vision of the Universe, as the scene of fighting between the archetypes.

Scientific novelty of work is in original author's idea that in understanding the catastrophism the human history is based on the attitude to transcendence connected with morals of person. And when these morals are violated, the transcendence of his consciousness becoming incarnated in fact and acquires real power of catastrophic expectations of moral retribution. Artistic models of social organization – given in article – are proof of this. They are based on the binary archetype of man-devil that is based on the catastrophic opposition of the individual and the world.

The relevance of article is to identify the high and low human aspirations which are revived in every person and needed of multiple types of studies. For this purpose the philosophical, psychological, philological and comparative analysis methods are used in the article.

The author comes to the conclusion that the degradation of personality is revealed in the binary archetype of man-devil. But personality with all its imperfections is depicted as an eternal ethical value. Therefore the archetype of man-devil is an open unresolved matrix which has the ways out of itself.

Keywords: Catastrophe and catastrophism, Apocalypse, man, personality, psychology, consciousness, peace, civilization, the archetype, the offender, the devil, binary, moral

A. Chivilev

post-graduate student, Chelyabinsk State Academy of Culture and Arts

E-mail: chivilev.aleksandr@mail.ru

INTERPERSONAL COMMUNICATION AS AN OBJECT OF CULTUROLOGICAL STUDY

Abstract. Modern models of communication define the format of actual cultural discourse and set relations in the couple «communication-culture» to a large extent. In this article the reasons and the tendencies of interpersonal communication transition from initial nonverbal form to modern primary verbal are researched, and also the problem of dominance transition from intercourse to communication is exposed. It takes place in four basic areas of practice: execution, cognition, value orientation, intercourse. The technocratic rationalization of thinking is actualized through them and as the result nonverbal communication is gradually forced out of human contacts. The question of differentiation between communication and intercourse, its gnosiological and psychological areas, the displays of left and right hemispheres includes the couples of meanings and senses according to which pair correspondences can be marked out. Thus, verbal communication includes: awareness, communication itself, gnosiological orientation, left hemisphere display, general values. Nonverbal communication includes: persuasion, intercourse, psychological orientation, right hemisphere display, personality senses. The list of pair correspondences can be continued by suggesting the multitude of viewpoints that expose the subject «communication – culture». In the conclusion of the article the following hypothesis is made: according to the data culture history demonstrates the obvious change of proportions of the whole pair set which means that in the space of modern culture there is the transition from mainly nonverbal to mainly verbal interpersonal communication, from persuasion to awareness, from intercourse to communication, from psychological direction to gnosiological one, from the dominance of the right hemisphere to the dominance of the left one, from personality senses to general values, from soul to mind.

Keywords: culture, interpersonal communication, communication, genesis, activities

A. Sumskaia

competitor of a scientific degree of Doctor of Cultural Studies, Chelyabinsk State Academy of Culture and Arts

E-mail: anyuta.sumskaja@yandex.ru

“GET OUT OF THEIR TRACK”, OR ABOUT THE PROBLEMS OF THE REPRODUCTION OF THE REGIONAL MEDIA INDUSTRY IN THE CONDITIONS OF MODERN INFORMATION CULTURE

Abstract. The article covers the problem of updating in HR potential of the regional media industry in the conditions of modern information culture. In terms of applied branch in cultural studies (cultural studies of media) we analyze research results of a survey, that studies characteristics of TV channels in Chelyabinsk region given by future specialists of mass media. The survey also studied their preferences in genre and thematic range, their willingness to professional cooperation with TV channels at different stages of professional formation. The survey also studied manners of media consumption acquired by future workers in media. This scientific work defines types of prepared by the universities employees that employers of the local television industry demand.

The theoretical basis of the study consists of theories of information society and active audience. Analysis of the results is based on U. Habermas's concept of mass media as a platform for dialogue.

For the study we took diagnostic tools, developed and tested by the analytical center “Video International” in the sociological researches of the Russian media and advertising business.

In this science work we analyze the competences formed while media professionals get high education and skills that local TV channels demand. The results allow to conclude that formed competences and actual consumption practices in mass communication of future media specialists fit the traditions and culture of the information society. We determine them as special type of media workers called “advanced artisan”. Analysis of the demands that employers in local TV channels make forms another type called “a young enthusiast with skills in traditional crafts”. Mismatch of possibilities of future specialists and requirements of mass media employers makes the basis of the contradiction, which leads, on the one hand, to low interest of future mass media professionals in cooperation with local TV industry and ongoing needs in young professionals for regional media industry, on the other hand.

Keywords: “informational” civilization (M. Castells), mediapackage everyday life, information capacity(L. Zubanova), cultural competence, value the interaction of the participants of communication media

A. Tochilkina

post-graduate student, Chelyabinsk State Academy of Culture and Arts

E-mail: alla-tochilkina@mail.ru

THEATRE IN A MODERN CITY LIFE: CONCEPTUAL UNDERSTANDING OF THEATRE CULTURE AND THEATRICAL ENVIRONMENT NOTIONS

Abstract. The author of the article evaluates the role and the meaning of theatre in a modern city life representing his own systematization of approaches to theatrical culture interpretation on the grounds of three key criteria such as time perspective, specific and factual-semantic interpretations

The author gives his own definition of theatrical environment notion as a space of culture resulted from relationships and interactions of the whole set of subjects the activities of which is determined by the art of theatre as a substratum of this space. When analyzing theatrical environment as a basic theoretical-methodological category the author uses cultural configuration concept – dynamic and changeable compositions of features and specific conditions of theatre’s existence in a city. He uses A. Flier’s approach as a methodological interpretation principle based on his interpreting configureativity in the concrete-instrumental sense as a unique way to connect elements and their unique composition. A theatre’s key characteristics of a city’s theater space development have been revealed while ingeniously analyzing theatre’s mode of life in cultural space.

Keywords: theatre, theatrical culture, theatrical environment, cultural environment, art culture of the city

Part III. ART STUDY

N. Murashova

Candidate of Art Criticism, Novosibirsk State Pedagogical University

E-mail: 2107542@mail.ru

SYSTEMATIZATION PRINCIPLES OF SPIRITUAL POEMS

Abstract. The article uncovers the principles of systemization of such complex artwork type as spiritual poem. The spiritual verse is determined as a genre system, which includes certain genres with thematic-ideological unity, functional appetency and stylistic similarity. Chronological, genre-stylistic, functional, and thematic methods of systemization were analyzed. Different ways of compilation of narrative-thematic index of epic spiritual poem based on several levels of differentiation are proposed. The first level is based on narrative sources and includes the groups of hagiographic, Old Covenant, gospel, and apocryphal plots. The following characters inside the identified narrative groups determine the second level: martyrs, snake fighters, wonders-workers for the hagiographic plots; Adam, Noah, Joseph the Fair for the Old Covenant plots; Christ, Holy Mother for gospel and apocryphal plots. A work with narrative motives and situations not only simplifies the orientation in numerous samples of outliturgical spiritual singing, but also helps to research the processes of text creation as a result of book-verbal interaction in spiritual verse. A correlation of different principles of systemization will be support the integral representation of spiritual verse as an art system.

Keywords: spiritual poem, systematization, classification, genre system, plot and subject index

V. Kochekov

Candidate of Pedagogical Sciences, Associate Professor, Chelyabinsk State Academy of Culture and Arts

E-mail: v_Kochekov@mail.ru

VASILII FEDOROVICH KRYLOV – LIFE STAGES ONE OF THE ACADEMIC SCHOOL URAL BAYAN FOUNDERS

Abstract. The urgency of the problem is caused by the need to create an objective panorama of a unified space of academic performing Russian folk instruments, taking into account regional peculiarities of Russian cultural area.

An essential task for the present which is characterized by search of new, effective forms of art and ethical education of youth is research of development of the academic performance on the Russian national tools promoting formation of love to domestic musical culture and feelings of patriotism, to preservation of memory of musicians of edge, education on an apt expression of D. Likhachev, “spiritual settled life”.

The purpose of work was the scientific analysis of activity of V. Krylov, one of the first representatives of the academic bayan art in the Urals. Stages of a course of life of the musician reflect process of formation and development of the academic performance in the Russian national tools in Chelyabinsk region as the phenomenon including the all-Russian lines and a number of the features inherent only in this region.

Research was conducted with use of the modern methods of Art Studies developed and which are actively applied in scientific activity of musicologists in the last decades and also a number of general scientific methods and approaches. As the leader the cultural and historical method was used. Application of culturological approach allowed to track interrelations between the academic performance on the Russian national tools in Chelyabinsk region and national and tool culture of Russia in general. Use of a historical and analytical method is connected with studying of historical and memoirs documents, periodicals materials etc.

As a result of the conducted research one of “white spots” in the history of the academic performance on the Russian national tools in Russia is liquidated. Material of work can be used by researchers and theorists in the field of folk art, there is a possibility of its application when studying history and culture of Russia, the Urals: at a statement of special courses on history, culture of this region; in lecture courses, seminars and workshops on history of the Russian music, amateur and folk arts, performance history in average special and higher educational institutions of system of higher education institutions of arts and cultures; in system of additional education and on courses of increase and retraining of personnel of initial, average and top management.

Keywords: musician, performer, bayan-player, teacher, academic art, musical school

I. Stepanova

Candidate of Pedagogical Sciences, Associate Professor, Chelyabinsk State Academy of Culture and Arts

E-mail: inna7778@bk.ru

CREATIVE JOURNAL – THE TRADITIONAL MEANS OF THEATRE PEDAGOGY

Abstract. The article is dedicated to director skills development by training exercises on observation. The article draws attention to the fact that one of the key exercises on observation is keeping a creative diary or a journal. The author reveals the conceptual framework, traces the origin and formation of the diary genre, and gives the examples of famous in cultural history people who had personal diaries. The theatre reformer K. S. Stanislavsky, whose literary activity is directly connected with keeping a diary, is heavily emphasized. Also the author substantiates the idea that famous Stanislavsky system was created on basis of diary entries and notes. The author suggests that it was E. B. Vakhtangov who introduced director diary into theatre pedagogy for the very first time. Moreover the article reveals the effectiveness of traditional theatre exercises in the learning process of the directors by giving the examples of different theatre teachers, the author summarizes the experience base of theatre directors and gives practical advice on keeping a creative diary.

A. Melnik

competitor of a sciences degree Candidate of Art, Kotlyarevsky Kharkov National University of Arts

E-mail: 4alusik@ukr.net

“THE JEWISH PRAYER” OF MARK KARMINSKY

Abstract. Oeuvre of the famous Ukrainian composer Mark Karminsky who worked fruitfully in different genres (opera, symphony, vocal and symphony, chamber, song) is known to many professional and lovers of musical art. Karminsky’s works capture with their depth, vividness along with the simplicity of artistic expression. These qualities are inherent to the full extent in one of his most impressive and memorable opuses – the Jewish Prayer for violin solo, which is the focus of the proposed article. Such a specific genre of an instrumental miniature represented in the global music art by Max Bruch and Ernest Bloch is genetically connected with the composition of M. Karminsky. Both the threads of succession and special features of the author’s interpretation of the prayer for violin solo are traced in article. M. Karminsky unlike his predecessor rests only upon distinctive intonational origins in his deeply philosophical piece of music without resorting to direct quotation. The semantics of the work pierced with the flavor of oriental melodies. Specific accords, tender declamatory gradations reveals an image-bearing meaning of the miniature to the fullest extent. It concentrates the wisdom of philosophic reflection as well as exceptionally individual and intimate image-bearing spheres. In the composer’s appeal to God one can perceive an aspiration for comprehending the existence, historical succession and tragedies of the ancient nation that carried its culture through ages. The diversified highly artistic piece the Jewish Prayer by M. Karminsky occupies the rightful place within the repertoire of Ukrainian violinists and speaks to minds and souls of a concerned audience in many foreign countries.

Keywords: genre, miniature, violin miniature, prayer, intonational structure, philosophical meaning

V. Berezhnoy

post-graduate student, The Russian State Specialized Academy of Arts

E-mail: kupians@mail.ru

FORMATION OF PROFESSIONAL AND ACADEMIC PERFORMANCE IN A DUET ACCORDION PLAYER (30ies XIX – 70ies XX century)

Abstract. In the article the two periods of formation of professional and academic performance of the bayan duet are studied. The first period (1830s – mid 1920s) is characterized by mass production of various types of accordions. Simultaneously with the appearance of accordions in Russia the duet form of performance was founded. At this time the amateur accordion-players prevailed who spontaneously united in duets. At the end of the XIX century the most talented duets began to stand out from a large number of ensembles. Among them there were the duos of the brothers Bryzgalov, the brothers Pahnov, the brothers Kozlov, and the duo of P. Zhukov and N. Monakhov. The musicians mostly performed in the street, and in the performing programs the popular genres, associated with muscular activity, dominated the others, what created an atmosphere of active leisure. The level of performance in this period was low. With the emergence of the chromatic accordion, which would later become known as "the bayan", the transition from prehistory to the profession-functional period begins.

At the beginning of the second period the duo A. Orlov and D. Vasiliev was very popular, and this duet marks a new stage in the development of ensemble performance. The best models of the accordions are selected and launched into mass manufacturing. The music colleges offer classes of bayan and the classes of the accordion ensemble. Numerous competitions of accordion-players are held. The arrangements of classical pieces performed by duets participants are published in printed music. The duo of A. Shalaev and N. Krylov, played the split solo accordions, becomes widely popular. Compositions and arrangements by A. Shalaev have been firmly fixed in the concert and teaching practice and remain relevant today.

The article also analyzes the arrangements of folk songs and dances, as well as the arrangement of Anitra's Dance from Grieg's *Orchestral Suite*.

Thus, the first period is purely amateur and is characterized by such factors as a lack of professional education, the prevalence of different types of accordion duets, common repertoire, domination of variation forms, a priority of dance forms.

The second period shows us the more intensive growth of professional performance. It is characterized by the following features: the bayan is widely spread and gradually replaces the accordion, classes of the bayan and ensemble are created in the secondary schools and higher educational institutions, the number of professional single mode duets increases and their performing professionalism is improved, the academic repertoire.

Keywords: ensemble, duet, harmonica, accordion, repertoire, performing, arrangement, harmonist, accordionist

A. Burel

competitor of a scientific degree of Candidate of Art Criticism, Kharkiv National Kotlyarevsky University of Arts
E-mail: burel@mail.ru

SAINT-SAËNS'S VIOLIN CONCERTOS. CREATIVE STYLE ASPECTS

Abstract. This article examines Violin Concertos by C. Saint-Saëns in the context of musical aesthetics of the author and specifics of individual periods of his creativity. There are found such fundamental components of the creative method, as the cult of the composer's mastery, the using established style attribute, the eclectic, the free use of the achievements of musical romanticism.

It is especially necessary to note the unique concept of each composition. This is also evident in the works of other genres (such as Piano Concertos, Symphonies) of the author. Such multiplicity of artistic decisions is the result of the composer's desire for freedom of creative expression that is supported by his encyclopedic knowledge. Camille Saint-Saëns is really the first French composer of the XIX century, who distinguished not only the sustained interest in instrumental music, but also a perfect technical skill in the field. Each of the author's Violin Concertos reflects trends of a certain period in his creative development. The Second Concerto (and The First concerto to a lesser extent) is connected with the heroic topos, which in general has an important place in the early period of creativity. The Third Concerto demonstrates typical of 1870–1880s inclination to sentimentality and pathetics. There is no doubt that the range of images in these works is much richer and is not limited to only the above-mentioned toposes. An exception is the scherzo trend, which is represented in the Violin Concertos of his contemporaries (E. Lalo, H. Vieuxtemps, B. Godard) more consistently.

The mystery of Camille Saint-Saëns's creative profile lies in its diversity. This is realized in different locations, such as the author's comprehension of purpose of musical art (mixing entertainment and philosophic), the wealth of images (lyrics, heroics, pathetics), "polygamous" genre preferences. None of his work does not purport the quintessence of the author's style that is able to express the composer's credo as possible, or at least close to it. This multiplicity is particularly evident when considering the works of a single genre – whether it be solo concerto, opera or symphony. But all it is Camille Saint-Saëns because a stable set of features remains. The author consciously held them all (classical type of thinking, perfect composition mastery, an optimistic attitude and a delicate taste).

The desire for the perfection of a form characterizes all his Violin Concertos. This issue is the cornerstone of the composer aesthetics. It makes once again to raise the question of the relationship between the form and the content – of art in general and C. Saint-Saëns in particular.

Keywords: French music, violin concerto, style, manner, proteusism, eclectism, C. Saint-Saëns

I. Amolin

competitor of a scientific degree of Candidate of Art Criticism, Russian Institute of Art History

E-mail: ivan_amolin@pochta.ru

THE EXPERIENCE OF RECONSTRUCTION TOUCHES DOMRA LATE XIX – EARLY XX CENTURY

Abstract. The article is devoted to the experience of reconstruction and research of domra playing in 1890–1900s. Unique materials defined and introduced at first by the author permit to get a new insight on the resources of domra playing modern tradition. During the studying problem of the original scores reconstruction had been solved, which demand the approbation on the original playing manner and the instruments. The reconstruction begun by the author in 2013, and in 2015 the work for making an experimental studio recordings was started.

The article aimed to slightly open the aspect of early domrists playing terminology and traits of their minding of musical techniques. During the experiment acoustic features of the old instruments, musician body organization, interpretation of the scores, the historical sound ideal were considered.

Much information to releasing the experience the author had find at himself revealed unique publication of “The Full Teach-Yourself Book for Domra” by V. Nasonov (Saint Petersburg, 1906). In particular, it is managed to find out that the oldest tremolo has been playing not the same way as nowadays. Quantity of plectrum strokes depended of note size and was defined by rhythm and tempo of musical phrase. In case of that way contradiction to musical character, the frequency of strokes become dependent of the pulse of the string itself.

In the beginning of the past century there was spiccato in techniques palette of the domra players. It is now exists in some changed form, but lost the original name. Also pizzicato was played with plectrum, not with fingers as in modern tradition.

As the reconstruction experience had shown, the techniques of the oldest domra players were significantly different. Same thing is fair for playing terminology and other style features. It is the first time we manage to recover the soundings of the original texts of V. Andreyev times, and to complete the knowledge of its orchestra instruments acoustics.

Keywords: russian instruments, plucked chordophones, domra, musical techniques, V. Andreyev, V. Nasonov

O. Polisadova

competitor of a scientific degree of Candidate of Art Criticism, Vladimir State University named after Alexander and Nikolay Stoletov

E-mail: polisadova2013@mail.ru

DANCE AS A DIALOGUE OF CULTURES AND GENERATIONS (ON THE ISSUE OF ETHNIC CHOREOGRAPHY AND HISTORICAL INTERPRETATION IN DANCE ART)

Abstract. The paper analyzes the dance performance “Fire of Anatolia”, which premiered in the summer of 2013 in the arena Gloria Aspendos in Antalya (Turkey). General art director of the production – Mustafa Erdogan; choreographers – Alper Aksoy, Oktay Keresteci; music – Fuat Saka. The article addresses the problems of historical modifications and ethnochoreography in dance. In the history of culture Anatolian peninsula intertwined variety of ethnic and historical traditions. More detail the philosophical system of Sufism, which has a dance analogue that does not change over time. Dance Turkey – a topic little studied not only in the domestic art criticism, but also at home. “Fire of Anatolia” was conceived as a show, but in the process of creating the play were considered not only historical layers, but also folk traditions. Trying to play a historical dance traditions – the difficult path of searching, which the authors chose to start with Isadora Duncan. The play “Fire of Anatolia” – the first in the Turkish art attempt to analyze the place and role of dance in the country's history.

Keywords: “Fair of Anatolia”, ethnochoreography, style, historical analogies, Sam, Sufism, a Turkish national dance, Mustafa Erdogan

Part IV. SOCIAL-CLASSIC KNOWLEDGE

V. Rushanin

Doctor of Historical Sciences, Chelyabinsk State Academy of Culture and Arts

E-mail: rushanin@chgaki.ru

G. Grevtseva

Doctor of Pedagogical Sciences, Chelyabinsk State Academy of Culture and Arts

E-mail: yakupovna@rambler.ru

RUSSIA AND CHINA:

DIALOGUE IN CULTURE AND EDUCATION

Abstract. The article is devoted to the cooperation between China and Russia. This issue is of particular importance in the context of Russia's integration into the world educational space. The thematic justification being revealed, the importance of the internationalization of higher education for the universities of the world is highlighted. The basic investigations on this issue being mentioned, the musical and aesthetic education in China and Russia are compared and the issues discussed at the international conference dedicated to internationalization are underlined. The concept "internationalization" of higher education is specified and the features of internationalization processes are emphasized, with the main forms of international cooperation as well as the benefits of internationalization of higher education being enumerated and the necessity of mobility of educational services being proved. The authors use the methods of scientific literature analysis, comparison, synthesis of basic theoretical positions and others and determine the prospects for development of modern education by means of comparing two main tendencies existing in education nowadays. Students' surveys also indicate an increase of interest among the young in the Chinese culture.

Keywords: internationalization, internationalization in education, mobility of educational programs

G. Kulichkina

Candidate of Philology, Perm State National Research University

E-mail: kulgv@list.ru

N. Melnikova

Candidate of Pedagogical Sciences, Perm State Academy of Arts and Culture

E-mail: skdperm@rambler.ru

FESTIVAL AS A FORM OF CROSS-CULTURAL COMMUNICATION

IN THE CONDITIONS OF THE MULTIETHNIC REGION

Abstract. At present, the problems of inter-ethnic communication has acquired a global scale and particularly acute. In Russia, the national question entered the priorities of state cultural policy. In search of solutions relevant and ambitious targets for the national question is referred to the festival as a form of cross-cultural communication, as it due to its original purpose has considerable potential for peacemaking. Research is called N. Gulneva-Lugovskaya, L. Galeeva, G. Koroleva alleging the idea that the festival, presenting a form of deep reflection, undertaken subject through massive cross-cultural communication. It can be an effective means of building a strong culture of personality.

The authors hypothesized that the specifics of the festival as a form of socio-cultural activities can be used to improve the culture of inter-ethnic communication in a multiethnic region. It looked at the role of the festival as a form of cross-cultural communication in a multiethnic region of Perm in the period 2004–2014. In the Perm region inhabited by 146 nationalities, among them the indigenous population are Russian (85 % of the population), Tatars and Bashkirs, Komi-Perm, Mari, Udmurt, Mansi. In the XIX century it found a second homeland Poles, Jews, Germans, Ukrainians, Belarusians, Chuvash. At the turn of XX – XXI centuries in the region has increased the number of Armenians, Chechens, Ukrainians, Azerbaijanis, Uzbeks, Kyrgyz, Tajiks. In the analysis of the festival movement used methods of content analysis, typological, structural and descriptive. The subject of a detailed study of steel two festivals that have helped shape and strengthen the culture of international relations – the festival-forum "Russian World" (2004– 2014 years), and ethno-cultural festival "Kamwa" (2006–2014 years). Results of the study confirmed the hypothesis. They showed that interethnic communication with festivals have a strong unifying potential. Consistency and professionalism of culture in the organization of such festivals can contribute to social stability of the multi-ethnic region.

Keywords: festival, multiethnic region, cross-cultural communication, national relations, Perm Region

M. Iusupov

Candidate of Historical Sciences, Associate Professor, South Ural State University

E-mail: marat-2808@mail.ru

OUT-OF-SCHOOL EDUCATION IN RUSSIA:

EFFECTS OF CULTURAL DIFFUSION

Abstract. The present article deals with the effects of cultural diffusion in the sphere of out-of-school education. The author considers that the development of out-of-school education within modernization processes in Russia at the turn of the XIX – XX centuries can be viewed as the internally controversial and diversified process based on both traditional and new values borrowed into the native social practice from abroad.

The Russian Empire was opened to the diffusion of innovations in the sphere of adult population enlightenment so it furthered the rapid spread of innovations in the cultural and educational activity of the state, local government authorities and non-governmental organizations.

Keywords: cultural diffusion, out-of-school education, modernization, diffusionism, Sabbath schools, cultural borrowings, adult education

T. Vekovtseva

Candidate of Art Criticism, Associate professor, South Ural State University

E-mail: y-u-l-i-a-v-a-l@mail.ru

FEATURES OF LEISURE ACTIVITIES OF UNIVERSITY TEACHER IN THE CURRENT CONDITIONS

The current practice of high school consistently demonstrates that leisure activities of university teachers, which is implemented replenishment of physical, emotional and intellectual powers of man, takes a special significance today. However, the problem remains insufficiently investigated the opportunities of leisure activities and leisure space in the process of professional self-development of the university teacher. In order to analyze the terms “partner” and “leisure activity” used in the modern achievements of science teaching on the conceptual aspects of the theory of free time. Interpolating features leisure activities university teacher, identified the main directions of the activity in the aspect of professional self-development of the teacher. In accordance with the professional activities of professional direction indicated by the leading teacher of high school self: self-development in a methodical activities; personal development in research activities; self-development in innovation. Identified personality traits that play a primary role in the process of professional self-development of the university teacher. The collection of professionally significant personal qualities of the teacher of high school groups represented by the following qualities: gnostic, communicative and organizational. Rather important point in the study of characteristics of leisure activities in the aspect of professional self-development of the university teacher is to study individual and creative personality traits. On the basis of this determined individual creativity of the teacher of high school, which reflects the appropriate skills and competence in the implementation of leisure activities, it allows you to practice full use of the positive samples and standards active leisure activities aimed at professional self-development of the teacher. Analysis of individual creative potential of university teachers has shown that this category should be considered not in isolation from the other spheres of the individual. In particular, individual creativity appropriate to examine in conjunction with the motivational, emotional and activity areas of the individual. Also, the study features leisure activities in the aspect of professional self-development of the teacher of high school found that this process involves support of tutor, which in practice is realized through the active involvement of teachers to organized professionally oriented leisure. It is proved that the most suitable system for the organization of such support is a system of training, implemented within the educational environment of the university, with its vast resources for professional self-development of the teacher. The results of theoretical studies confirmed by ascertaining experiment conducted in South Ural State University and aimed at identifying the main areas of leisure activities of high school teachers.

Keywords: high school teacher, professional self-development, leisure, leisure activity

Ya. Kirillova

Candidate of Pedagogic Sciences, Ural State University of Physical Culture

E-mail: yana082010@mail.ru

SELF-IMPROVEMENT AS BASIS OF COMPETITIVENESS OF GRADUATES TO BE OF MODERN UNIVERSITY

Abstract. In the article urgent problem of training of qualified, competitive modern university graduates is covered. The idea of person’s self-development, which is found in modern educational standards of university education, is studied. The views of scientists on the process of person’s self-development are analyzed, which may be functional for studying of the level of self-improvement of the university graduates to be, because the very process of self-improvement is supposed to have certain consciousness of yourself as personality, your activity, your place in the world. The author presents the results of studying of need of self-improvement and peculiarities of behaviour of students of Physical Training University in different situations. The test «Diagnostics of Need of Self-improvement» developed by G. Babushkin was chosen as the methodological tool. The results of students’ survey showed the predominance of average score, which is average rate. These data show that the majority of respondents realize the need of self-improvement and take responsibility for their own development. The important part of teacher in training of self-improving, competitive graduates in the university educational process is discovered. The conclusion is made, that purposeful development of students’ motivation sphere for the increasing of actualization of need for self-improvement is necessary.

Keywords: person’s self-development, self-improvement, self-actualization, competitiveness, Physical Training University graduate

T. Zueva

post-graduate student, *Chelyabinsk State Academy of Culture and Arts*

E-mail: yana082010@mail.ru

SOCIALIZATION OF ADOLESCENTS: THE ROLE OF INTEGRATING SOCIO-CULTURAL ACTIVITIES FOR SCHOOLS AND FAMILIES

Abstract. Questions of human adaptation to any conditions and socialization of a whole are increasingly becoming the subject of attention is investigators, and the interaction of such social institutions as the school and the family, in social and cultural activities under-studied enough. This question requires their scientific-theoretical interpretation in the context of new requirements for Smart-human concepts of modern society at the level of methodology and practical. It is necessary, using a comprehensive and integrated approach, the creation of a common model of integration of social and cultural and leisure activities of the school and the family. The analysis of theoretical works and his own observations lead to certain conditions effectively, the socialization process of the student: pedagogically-efficient and manageable cultural and leisure activities; used of an integrated approach in the organization of socio-cultural activities leissure to school and family; Development of the system integration of cultural and leisure activities of the school and the family as a means of association of adolescents; the identification of pedagogical conditions for successful functioning of the integration of cultural and leisure-leader of the school and the family as a means of socialization of adolescents; development scientific and methodological support of the socialization process undergrowth Cove.

Keywords: adaptation, integration, socialization, socio-cultural activities

A S. Dneprov

Doctor of Pedagogical Sciences, Professor, Russian State Vocational Pedagogical University

E-mail: colokol@olympus.ru

N. Manturova

Competitor of a scientific degree of Candidate of Pedagogical Sciences, *Chelyabinsk State Academy of Culture and Arts*

E-mail: Nataschik.77@mail.ru

ACTIVATION OF COGNITIVE ACTIVITY IN THE FORMATION OF PROFESSIONAL VALUES BACHELOR OF RECORDS MANAGEMENT AND ARCHIVAL SCIENCE

Abstract. The article discusses the formation of professional values among bachelors of records management and archival science by enhancing cognitive activity. The urgency of the problem of activization of cognitive activity in the formation of professional values of future bachelors of records management and archival science due: current trends in professional education, the increasing demands of society for the bachelor, who must possess the necessary knowledge, skills and abilities in your chosen profession, i.e. to be competent worker. The future competence of the bachelor will increase significantly if the students will see in digestible knowledge personal meaning and value. In the process of implementing regulatory approach in education the student receives a ready knowledge, not realizing (not seeing in it the senses) receive information, it is often a passive participant in the educational process. Narrative approach in education stimulates cognitive activity of students, he turned to holistic person, able to build their lives and fill it with value meanings. The basis for the organization and conduct of experimental work based on principles of openness hypotheses for further verification, objectivity, efficiency, fulfillment of the basic conditions of causal inference, which together allowed us to obtain objective data about the process of formation of professional values bachelor of records management and archival science. Implementation of application in educational process of the narrative approach activates cognitive activity of students, a greater degree of influence on the phenomenon under investigation. The results of the experimental work proved the effectiveness of using narrative methods.

Keywords: activation of cognitive activity of bachelors of records management and archival science, normative and narrative approach in education, experimental work

For citing: *Dneprov, S. Activation of Cognitive Activity in the Formation of Professional Values Bachelor of Records Management and Archival Science / S. Dneprov, N. Manturova // Herald of the Chelyabinsk State Academy of Culture and Arts. – 2015. – № 3 (43). – P. 161–167.*

DISCUSSIONS

V. Triodin

Doctor of Pedagogical Sciences, Professor, Saint Petersburg Institute of Culture and Arts

E-mail: bonicat@list.ru

SOCIAL AND CULTURAL ACTIVITIES IN THE NEW GREAT BREAK

Abstract. The world is now experiencing a period of fracture, characterized by the destabilization of the social system.

All spheres fix changes of life (at the level of language, economy, domestic policy, international relations). A new ideological concept is formed, which will set the tone for the spiritual development of the next millennium. There is every reason to believe that at the turn of the third millennium in the Russian emerging new axial time.

History is used for political purposes. The politicization of society requires politicization of a specially organized social and cultural activities.

As a key figure of the new Russia, the cultural and social worker should take an independent, thought out program of action, and priority should be an open debate, a public defense of the state cultural policy.

Social and cultural activities can not exist in isolation from the problems of the state. Unfortunately, the socio-cultural sphere workers often do not see in a person actively acting subject, living creativity of the masses spoofed creative professionals that develops public social infantilism, generates paternalistic consciousness.

Social and cultural workers need to prepare ourselves for a new time, a time of great deals.

Keywords: social and cultural activities, employee of social and cultural, axial time, Russia, the concept of worldview, historical policy, consumerism

L. Zubanova

Doctor of Culturological Studies, professor, Chelyabinsk State Academy of Culture and Arts

E-mail: milazubanova@gmail.com

UNLIMITED CULTUROLOGY: TO THE PROBLEM OF INTEGRATION AND CONVERSION OF METHODOLOGICAL APPROACHES

Abstract. Article is constructed in a genre of polemic reasonings concerning the main ideas stated by the Russian culturologist A. Fliyer on substantial and semantic approaches in definition of a target orientation of culturological knowledge. The key problem message in A. Fliyer's article was connected with justification of distinctions in scientific systematization of the empirical material dividing various areas of knowledge into separate disciplines. The author of this article carries out thought of need of integrative orientation for researches of culture, inexpediency of construction of rigid borders between adjacent areas of socio-humanistic knowledge. The increasing degree of complexity of the world, uncertainty and variability of scenarios of the future, continuous and unpredictable changes of the present which aren't giving in fully to highly specialized approaches acts as the main arguments of similar approach. In a modern cultural situation basic diversity and convertibility of the approaches integrating various research fields seems quite reasonable. Besides, need of orientation of modern culturological researches (first of all, art culture) on the applied discourse assuming use of the sociological tools providing exact data on a real sociocultural situation in regions, and also "feedback" with the real person – the subject of culture locates.

Keywords: culture, cultural science, methodology, problem fields, dialogicity, integration of paradigms, postparadigmality, empirical culturological research

TO THE 70 ANNIVERSARY FROM THE DATE OF THE VICTORY IN THE GREAT PATRIOTIC WAR

N. Garazha

Candidate of Historical Sciences, Associate Professor, Novorossiysk branch of the Financial University under the Government of the Russian Federation,

E-mail: ngarazha@yandex.ru

EASTERN WORKERS IN THE THIRD REICH: SPECIFICS OF INTERETHNIC INTERACTION. 1941–1945

Abstract. The article analyzes the characteristics of building relationships between the various ethnic groups of Soviet citizens within the joint life in a labor camp and forced using of labor in Germany during the Great Patriotic War. In the process of solving research tasks became apparent that the faults of conflicts between members of different ethnic groups often do not have a deep sociocultural and historical reasons. The ideology of the Nazis purposefully formed and introduced into the mass consciousness of foreign workers and their own set of social and national stereotypes. Actions on introducing discord between the peoples to take them for better management and use for their own purposes.

Moreover, the appeal to the ethnic diversity of Soviet citizens in Germany smashed their uniform structure in the social sense, contributing to personal salvation, or, on the contrary, death, exposing the spiritual and moral test. People united by a common misfortune of captivity and hard work, undergoing serious psychological pressure aimed at undermining not only the unity of the nation-state, but also the comfort of their personal awareness of belonging to a particular team, respectively, its values and ideals of life.

Ethnicity for the deported to the Third Reich and the Soviet people are attracted to the work of Soviet prisoners of war became a kind of marker for determining the ratio of a particular person and his national group. However, this was not only a cause of tension in the conflict among Eastern workers, in their relations with the European countries, but the starting point of knowledge of the "other". And often, the experience was positive: in the memories of the eastern

workers are examples of mutual support, exchange of experiences and knowledge between the peoples of the USSR and European countries. What is important – it has evolved perception of each other in one thing: the human acceptance before and firmly rejects the mythological object.

Also, the feeling of belonging to a specific nationality in isolation from home, in an enclosed space camp, aimed at leveling personal, acted as a motive deep search for meaning in life and presenting themselves in the small society of the staff. After all, there is nothing that strengthens the spirit during the period of investigation as the reliance on the traditional system of values of its people.

Keywords: Ostarbaiter, prisoners of war, the Great Patriotic War, the Third Reich, nationality