

I. Andreeva

Candidate of Pedagogic Sciences, Docent,
Chelyabinsk State Institute of Culture and Arts
E-mail: andreevairina7@gmail.com

PARADIGMATIC APPROACH IN MUSEOLOGY**AND AN INTEGRATIVE METHODOLOGY IN THE WORKS OF P. VAN MENSCH**

Abstract. The methodology of paradigmatic approach and the possibility of its application for the description of the theoretical heritage in the field of museology is considered. The research is based on the thesis of Dutch museologist Peter van Mensch (1992, Zagreb) that contains an extensive historiography of museology of mainly European countries in 1960–1980.

Paradigmatic approach developed by T. Kuhn is understood as the logico epistemological scheme which includes a system of interconnected components – a disciplinary matrix that is presented as the basis of theoretical and practical activities of the professional museological community during a certain period of time.

It includes “samples”, problem-solving models, “symbolic generalizations”, values.

Sequential isolation of these components in the museological knowledge system gives an opportunity to distinguish the main types of paradigms and to present the evolution of museology as cyclical periods of Normal Science, crises, scientific revolutions and Paradigm Change.

Within the bounds of classical rationality in the 20th century collectable centrist and museum centrist paradigms were created.

Within the scope of a basic concept the “collection” a professional consciousness and values were concentrated on a priority of science requirements, methods of the profile disciplines (classification, systematization, interpretation) were used for the study of the museum collections.

Museum centrist paradigm has been forming under the influence of social inclusion processes. It concentrates on studying of the purposes and functions, basic directions of museum activities, the specifics of its organization; it is characterized as bifurcation of professional credo: the scientist competes in the importance of the status with the museum teacher.

Non-classical museological paradigm is based on the concept of museal that was developed by Z. Stransky and characterizes specific term known as museality.

In 1990s Peter van Mensch develops a new documentary and information and communication paradigm that is based on museality.

Keywords: museology, paradigmatic approach, paradigm, museum, collection, museum object, documentary value of a Museum object, Peter van Mensch, documentary approach

I. Pilko

Doctor of Pedagogical Sciences, Professor,
Kemerovo State Institute of Culture
E-mail: isp@kemguki.ru

O. Dvorovenko

Candidate of Pedagogical Sciences, Docent,
Kemerovo State Institute of Culture
E-mail: os.ui@kemguki.ru

TEACHER-LIBRARIANS: STANDARD MODEL AND NON-STANDARD REALITY

Abstract. Development and implementation of professional standards is an important condition for development of the Russian economy and social sphere. The government's plan to develop professional standards is approved and realized. In the library and information sphere there were developed the drafts of two professional standards “The specialist of library and information activities” and “The teacher-librarian”. Teachers of Kemerovo State Institute of Culture participated in drafting of these documents.

The discussion of professional standards took place at Chelyabinsk State Academy of Culture and Art.

The audience demonstrated the heightened interest to the professional standards of the teacher-librarian.

The project of the professional standard “Teacher-librarian” was developed by scientists of KemGIK on the request of the President of the Russian School Library Association T. Zhukova. The project is based on the traditions of Kemerovo library school, reflects the pedagogical activity of the teacher-librarian connected to projecting and implementing the educational process in educational institutions and developing of the foundation of personal information culture. In the teacher-librarian professional standard there were the next principles: 1) the systematic approach and integrity; 2) the technological approach; 3) the school library as an institution of socialization; 4) the inclusion in the information education; 5) the compatibility with professional standard in the sphere of librarians and pedagogical activity.

Study of regulatory documentation, practical experience, analysis of the work of teachers of different levels of education (preschool and elementary general, basic general and secondary (complete) and the practice of school librarians allowed to formulate generalized labor functions of the teacher-librarian that in their turn consists of labor functions differentiated on labor activities and professional skills and knowledge corresponding to them.

Discussing of the draft professional standard of the teacher-librarian was held among representatives of the professional community. As a result there were specified some labor functions and some labor actions. The

question of defining of labor function “development activity of the teacher-librarian” is debated. Developers urge interested members of the professional community to contribute to the discussion of the draft professional standard of the teacher-librarian.

Keywords: professional standard, teacher-librarian, development experience, discussion, library and information activities

T. Rubanova

Doctor of Pedagogical Sciences, Professor,
Chelyabinsk State Institute of Culture and Arts
E-mail: trubanova@yandex.ru

**THE BOOK DEMOCRACY LESSONS FROM BENJAMIN FRANKLIN
(TO 310 ANNIVERSARY FROM THE DAY OF BIRTH)**

Abstract. The article is devoted to 310 anniversary from birthday of prominent figure of the Enlightenment B. Franklin. In the article the author outlines diverse scientific and political career of Franklin. Lit the successive stages of his professional formation as a typographer and journalist. Shows the main results of the publishing business of Franklin. Determined by its contribution to the development of book publishing in the North American colonies. Disclosed the circumstances of the creation of the first subscription libraries and the characteristics of the environment in which it operates. Shows the role of the subscription library Franklin in the General evolution of librarianship.

Keywords: Benjamin Franklin, book publishing, typography, newspaper, almanac, library, subscription library

M. Shitskova

Candidate of Historical Sciences,
Chelyabinsk State Institute of Culture and Arts
E-mail: ma1216@ya.ru

PROVINCIAL BOOK PEDDLING DEVELOPMENT (BY ORENBURG PROVINCE EXAMPLE)

Abstract. The article studies peddler’s trade as a phenomenon of provincial book peddling development. The author touches upon the legal characteristics of the matter and introduces into scientific usage records taken from the Orenburg province State Archives including Orenburg governor chancellery funds as well as pre-revolutionary press materials (“Orenburg Eparchial Bulletin” and “Russian school”). Both history and development of provincial books distribution as the subject of inquiry and peddler’s trade as the subject of investigation has been reflected in the article. Methodological foundation is based on the understanding of history in the frames of which books distribution in the Orenburg province is considered to be a consequence and a reflection of social and cultural phenomena of the period under study. As the topic supposes historical reconstruction of books distribution process the principles of historicism and objectivity are dominating in the study. Historical-comparative method of studies based on the comparison of the objects under study in the environment and time is widely used and gives the opportunity to reveal common and repeated characteristics of books distribution subjects. Peddler’s trade development in the province, its spreading practically to the end of the 19 century was explained by the low density of the Orenburg province population that made stationary book trading unprofitable, and by the fact that most part of the population lived not in the cities but in the countryside (about 90 %) with no rivalry.

Keywords: peddler, book peddler, history of provincial book peddling, the Orenburg province, Zemstvo

K. Buriev

Candidate of Historical Sciences, Docent,
National agency international
digital books standardization
“Book House in Tajikistan”
E-mail: kurbonalib@mail.ru

TAZKIRA (ANTHOLOGY) AS A BIBLIOGRAPHIC INFORMATION SOURCE

Abstract. The article deals with a new direction of a bibliographic research which is supposed to amend the study of the existing Russian literary-historical sources. Tazkira (anthology) as one of the source study’s literature subjects of the source study has been registered on different material objects which are extant from the times of ancient Babylon, Sumerian and Assyria, Greece, Egypt and Iran. Bibliographic and reference media reflected in the works by classical writers of Tajik-Persian literature have been studied thoroughly. Unfortunately critical analysis of the existing literary-historical sources when studying historical-cultural heritage of Tajik people was not new and failed to achieve good results and was not continued by bibliographers during the new and the newest (independent) periods of the national history. The author has made the first attempt to classify the notion of the subject of study from the viewpoint of modern theory and practice of the bibliographic science as the product of creation of poets of

different countries and epochs. The author has analyzed the principle of the arrangement of the materials included in the tazkirs (anthologies) containing alphabetic, chronological, sectoral, local historical, religious, geographical and gender direction of poets and scientists activities. The texts are divided into two types: independent (i. e. created by the compiler himself) and subordinate, mixed ones. At the end of the article the author describes prominent scientists, poets and literary men of Tajik literature (such as Avfi, Fakhri Khiravi, Nisori, Mutribi, Sadridin Aini etc.) in the tazkira genre development.

Keywords: tazkira, anthology, literature, history, source study, bibliographic information

N. Diskaia

competitor of scientific degree of Candidate of Culturology,

Chelyabinsk State Institute of Culture and Arts

E-mail: lib@chelreglib.ru

LIBRARY AS A CULTURAL DIVERSITY CENTRE:

PROBLEMS, PERSPECTIVES OF DEVELOPMENT IN REGIONAL ENVIRONMENT

Abstract. A. N. Arkhangelskii, the famous writer, critic and journalist in one of his interviews determined the distinct dependence between the social order in a society and the development level of libraries. The history proves that cultural institutions (libraries in particular) are the so-called “backup abutment” of the statehood and an important instrument of preserving and spreading of knowledge. Multiple persecutions of libraries, burning of books in the period of sharp political persecutions, a special sacralization function of a printed word (“manuscripts do not burn”, “what is written with a pen cannot be cut out with an axe”) are a good proof of such an ideologically painted attitude. It is quite natural that every newly created state chooses library as a symbol of power and stability identifying it with the images of buttress and order: Alexandria Library, Imperial Academic Library, Royal Library of France, the national one after the 1798 revolution.

In modern Russian state the aims and missions of a library development are determined in the key documents of state cultural policy which is proved at least by the level of the declared priorities, by the social-cultural significance of this institution. Nevertheless the social-cultural situation of the 21st century itself with its pluralistic, unstable character, and avalanche-like character and cultural renewal of the present reality makes many social-cultural institutions oriented at stabilization, traditions preservations and even their conservation to some extent to interpret and re-evaluate their own aims and functions under the conditions of renewed realities.

The subject matter of this article includes problems and perspectives of libraries development in regional social-cultural environment and key directions of its functioning modernization in the context of different cultural streams and flows centering. Despite the unique “lifetime” of a regional library these problems and perspectives are mostly of universal character and thus give the opportunity to point out generally valid aspects of library sphere development.

Keywords: library, cultural education, centre of cultural diversity, regional libraries, regional social-cultural environment, cultural policy

N. Sumro

post-graduate student,

Samara State Institute of Culture

E-mail: ddnsomro@inbox.ru

COMPETITIVENESS OF LIBRARY AND INFORMATION

PROFESSIONALS OUT OF THE PROFESSIONAL

LABOR MARKET OF SAMARA REGION

Abstract. The relevance of the research of competitiveness of library and information professionals is determined by the absence of competitive advantage research specialist libraries out of professional labor market, and the need to study is defined by the impact of the regional system of vocational education in the competitive frame with specialists with library education. The aim of the study is to identify the level of competitiveness of specialist libraries in the labor market of the Samara region and the preferences of employers in hiring, and job rotation. On the basis of personal data there are analyzed behavioral strategies of library and information professionals, and the actual state of their competitive position. The results of the study of personal competitive advantages in library specialists as a professional group are identified as set of behavioral laws that allows using the results in determining of the HR policy in the region.

Keywords: library and information professionals, the regional labor market, competitiveness, employment, employers’ requirements, demand

Part II. CULTUROLOGY

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

G. Avanesova

Doctor of Philosophical Sciences, Professor,
Sholokhov Moscow State
University for the Humanities
E-mail: gal-09@list.ru

STRATEGIC VECTOR AND SEMANTIC GROUNDS OF THE INCLUDING RUSSIA IN THE HUMANITARIAN SPACE OF INTERCIVILIZATION UNIONS: INTERACTION IN EDUCATION

Abstract. The geopolitical realities of today actualize the theme of international cooperation in the humanitarian sphere. The authors substantiate the benefits of Russia elected for more than two centuries ago, the way of cultural and civilization development and analyzing the parameters of the leading historical dynamics reveal patterns in the formation of the Soviet period, new practices of cultural modernization. It is emphasized that by engineering studies technology allowed to broadcast model of socialism in different countries of the world. However, the lack of impulses to the institutional renewal and ignoring the need to rethink the semantic integration basis led peoples and nations to the destruction of the Soviet model in our country.

The article identifies features of the new goal-setting and semantic principles of international cooperation in modern Russia, as a result of the analysis of various semantic types. The authors distinguishes four such values and meanings type (clusters): basic semantic units of the Russian civilization; Leading values and meanings, and sectored goals and situational principles that guide parterres of East Eurasian regions; meanings and spiritual values of Western civilization; values that are ambivalent, partly tiled and transient in nature.

The authors focus especially on issues of effective cooperation in the field of education between the countries of the Commonwealth of Independent States, as well as an influential intergovernmental international organization – the Shanghai Cooperation Organization. The examples of the products of national education output to the countries of the former Soviet Union, as well as in the states of Eastern Eurasia were analyzed here.

Keywords: cultural-humanitarian direction of integration, inter-state partnership, cooperation semantics, value clusters of local civilizations, educational practices in the CIS, SCO educational practices

A. Kislov

Doctor of Philosophical Sciences, Professor,
Russian State Vocation Pedagogical University
E-mail: akislov2005@yandex.ru

N. Siuzeva

competitor of a scientific degree of Candidate of
Culturology
Russian State Vocation Pedagogical University
E-mail: mogilenko_nataly@mail.ru

DUALITY OF CULTURE IS IN THE PROCESSES OF REPRODUCTION AND WARNING OF CORRUPTION

Abstract. The corruption is socially dangerous and at the same time very extended today phenomenon. Public opposition of corruption is limited to the state and administrative resources, which don't consider cultural prerequisites of formation and reproduction of corruption. Underestimation of a role of culture is widespread in life of society and its spheres, which usually is followed by perception of culture as the positive phenomenon, but not of aessence of public life and the basis of almost all social phenomens.

It does is actual the appeal to a problem of ambiguous correlations of a culture and a corruption. It opens the ambivalent determination of a corruption by the culture. The analytic review of not repressive anti-corruption measures and their conceptual bases is be offered. The factor of work of the educational organizations is presented as the most important and perspective. This factor will be positively reflected in public consciousness and in formation of installation of consciousness on corruption rejection as negative phenomenon.

The culturological analysis of the anti-corruption measures, which are carried out by the educational organizations, testifies to the apathy of subjects of educational process based on belief in ineradicableness of corruption.

Provocation as one of manipulative receptions can become one of ways of impact on corruption stereotypes. Provocation is the catalyst of social and useful changes of consciousness and behavior of the personality and allows passing through strong emotions to a catharsis.

Keywords: a culture, an intentionality, a corruption, prevention of corruption

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V. Efimov

Doctor of Pedagogic Sciences,
Moscow State Regional Institute of Humanities
E-mail: profefim53-1953@km.ru

**THE REFLECTION OF HISTORICAL-PHILOSOPHICAL IDEAS
OF PATRIOTISM IN MODERN EDUCATION**

Abstract. The article updated the ideas of patriotism as a cultural phenomenon, discusses its national, state aspects in their historical formation and development, also reveals the originality of the content of the concept "patriotism" in relation to pedagogical processes. The author analyzes the essence and private expressions of patriotism in the Russian public consciousness and their manifestation in the education of the younger generation.

Keywords: culture, patriotic education, patriotism, socialist patriotism, tradition, morals

T. Iakovleva

Candidate of Culturology,
South Ural State University
E-mail: estania@list.ru

**THE NOTION OF A "TRANSITIONAL OBJECT"
AS A COGNITIVE INSTRUMENT IN CULTURAL SCIENCE**

Abstract. The author revises the psychological notion of "transitional object" with a purpose to widen its cognitive potential and identify the opportunities to use it in course of analytic and summarising studies of modern culture that undergoes a radical transformation.

This term first introduced by a British psychoanalyst D. Winnicott in "Transitional Objects and Transitional Phenomena" (1953). Winnicott uses the term to explain the relationship between mother and child. Transitional objects appear in active use and are constructed by the child at an early stage of their development. They provide a sense of comfort, protection and safety. Winnicott uses the term "transitional object" to denote an internal object which is intermediate between the inner idealised world and the external world. Transitional objects can be updated and actualised in course of the person's whole life, in critical and decisive moments. The presence of a transitional object, the construction of it, its use and deconstruction appear to be indispensable for the process of development of a person's mind, and their self-identification as a personality. These phenomena are directly connected with symbolization, fantasy, games and illusions. This allows to consider them in the context of shared reality, cultural experience and a symbolic space of culture. This allows understanding their role in consciousness and self-awareness culture.

To broaden the meaning of the term "transitional object", and broaden the sphere of its application accordingly, the article compares it to the notion of a "cultural object". The author formulates the notion of transitional "cultural object", proved productive use of this term in contemporary cultural studies and shown application field of the term in studies of transitional phenomena and transitional state of contemporary culture.

Keywords: transitional object, transitional phenomena, intermediate area of experience, transition state of culture, transitionality, illusory experience, culture, cultural experience, cultural object, shared reality, symbolic space of culture

E. Emchenko

Candidate of Philosophical Sciences,
Chelyabinsk State Institute of Culture and Arts
E-mail: jemchenko@mail.ru

DAILY WORLD IN THE CONTEXT OF MODERN MEDIA

Abstract. Against this background, the transformation of values formed a new interaction of traditional values and innovation in everyday life and in the media reality. This synthesis smooths contradictions that fits the individual to new social and cultural environment, at the same time, new forms emerged antinomies promote reserves value system. The author considers modern man as a "person of mediasize" thinking through the iconic symbols of the mass media, undergo transformation of system of values of everyday life in terms of media reality. The author raises the question of the need for a harmonious relationship between the individual and the media space by conversion from their own cognitive resources, the development of critical thinking, the culture of consumption. It is possible under these conditions and hope for the support of the media, the family and the environment will be consistent to deliver value, substantial for the society and ensure its unity.

The problem of determining the media is that the media is not so much an object of knowledge, how the condition of existence of this reality, acting not only as a mediator, but rather as the only possible medium of human existence. Massmediatization, as a global problem, has a progressive influence on the political, social, cultural, ideological, daily production person. It is a unique form of mixed human existence, where the centre acts as the field of communication, based on value orientations (M. Scheler, V. S. Solovev, V. Savchuk, I. Ilin, A. Nevelev).

On impact, the management of value systems, behavior patterns of the target audience and analysis of media texts studied by such researchers as P. Lazarsfeld, E. Noelle-Neumann, B. Berelson, K. Hovland, P. Berger, T. Luckmann, G. Lasswell, K. Shannon, Ch. Osgood, W. Schramm and others.

In modern media stream text actualizes the basis of different models of the world everyday person, personal knowledge of the audience and accumulates their previous experience. In digital media there is a clear connection between their audiovisual text structures, and social activities of recipients, which confirms the dynamics of the expansion of the boundaries of the world of everyday life of man through the media.

Keywords: media, media messages, media space, daily life, communicative processes, advertising, value theory

N. Iuzhalina

Candidate of Culturology, Docent,

South Ural State University

E-mail: Yuzhalina@yandex.ru

GEOCULTURAL MODEL OF THE REGION AND THE PROVINCE

Abstract. The article presents a comparative analysis of the region and the province as different phenomena in the geo-cultural context.

The logic of the chronological approach in this article allows us to investigate territorial images of the province and region as two types of a geocultural field. As specific geocultural models, the province and region possess unique elements of special and temporal organization owing to differences in system of functioning and mechanisms of internal development.

The image of a provincial landscape develops in an integral picture of the stable special and temporal relations predetermined by the need to support natural and socio-cultural complexes' steady unity. Theoretically, the territorial image of a province runs to stability, constancy and uniformity of a locus. The provinciality is one of the qualitative components of the regional unity: in the first case the province plays a role of the regional periphery; in the second case, the province is understood as one of the historical regional centers (historical and cultural zones), structured on the basis of traditional ethnic and archaic culture; in the third case, the borders of the regional subject and the province can coincide.

In respect of the province the region tends to be the territory of potential civilization shifts, continuous dynamic changes, the environment of opportunities of information constantly opening before the individual and society. The indispensable condition of its existence should be considered the dynamism of historical formation and an evolutionism of territorial, ethnic and national, social and economic, spiritual, psychomental processes. The conception of the polysphere of a region, the mosaic structure of its landscape allows speaking about it as a unique mental subject with a complicated anthropogenous structure.

The province and the region as cultural and spatial models (though they can intercross and sometimes coincide by its local zones) have various existential structures, owing to a difference of system of functioning and mechanisms of internal development. As a result of this, they essentially differ in the capacity and density of an historical and cultural landscape, parameters of economic, scientific and technical, industrial and social life. Therefore they have territorial and structural differences.

Keywords: geocultural space, territorial image of the region, territorial image province

A. Pavlova

Candidate of Culturology,

Chelyabinsk State Institute of Culture and Arts

E-mail: astra861@rambler.ru

N. Skolova

Associate Professor of Theatre Art Department,

Chelyabinsk State Institute of Culture and Arts

E-mail: nata.skolova@mail.ru

THEATRICALITY AND SUBLEVEL OF CULTURE IN ACTUAL SUBCULTURAL PRACTICIANS

Abstract. This article considers subcultural practicians of the present in the context of "theatricality" – special game strategy at which the individual, mastering this or that cultural form, assimilates to the actor in a theatrical performance.

The relevance of the theme being developed seems to us, first, that the modern subcultural practices are special "hybrid" cultural forms, which alter the usual cultural structure (core-periphery). Thus, the "unfolding" of the data of cultural forms is the development of the culture itself. Secondly, the process of human identification with a particular social group has a certain logic and proceeds differently in the different cases. Drawing an analogy between the subculture and theatrical performances, and the development of the individual and its acting game, we can fix the logic of a particular subculture, which lets determine the possibility of its influence on the cultural space as a whole.

Along with the concept of "cultural", implying a certain level of development of culture, we introduce the term "subculture" in this work, where the subculture is understood as a person's ability to master a certain subcultural form at this or that level (from the embryonic state to the ideological core), demonstrating some degree of identification with it.

The features of the "external role of the plan" – atmosphere and personal front (Gofman terms) are consistently considered. There can be identified four types of environment (scenery) in relation to contemporary subcultural

practice: a theatrical stage, a circus arena, podium, lectern. And also here is a personal front (manners, behavior, appearance) – and an internal plan – “the role of grain” – in relation to subcultures.

Also, in addition to a certain modus specified by subculture itself, we can talk about the features of identification with a particular subcultural group and the individual, and on the basis of this we can distinguish two types – sublevel of culture of the external plan and sublevel of culture of the world outlook plan.

Keywords: subculture, sublevel of culture, theatricality, cultural form, identification

V. Soldatkin

Candidate of Culturology,

Chelyabinsk State Institute of Culture and Arts

E-mail: ves1972@mail.ru

PERSONAL ANNIVERSARY: CONCEPTUAL THESES OF THE RESEARCH

Abstract. Analysis of actual socio-cultural conditions of the modern human being’s existence makes it possible to reduce a number of factors, having a negative influence upon the integrity of his personality, perception of himself and his place in the individual picture of the world. We do and purposefully prove the hypothesis that recovery of the disturbed balance is being promoted by the events having a positive character, and vested with all the mechanisms, necessary for reaching the expected result. One of these events of the living way of the human being is considered personal jubilee. We do the author’s definition of personal jubilee. We emphasize the sense-generating function of this node event, demonstrating intermediate results of the hero of the anniversary’s self-fulfillment to its participants, and also creating conditions for projecting his or her future. We present the universal-essential core and the universal-invariant components of the researched phenomenon, necessary for the maximal effective fulfillment of the hyper-task of the personal jubilee.

Keywords: life way, social-cultural event, festival, jubilee

D. Erdenebat

post-graduate student,

Buryat State University

E-mail: erdenebat_buural@yahoo.com

THE PRESERVATION OF THE CULTURAL HERITAGE OF THE MONGOL EMPIRE IN THE MONGOLIAN STATE: THE RELEVANCE OF THE STUDY OF HISTORICAL CONTINUITY

Abstract. The above article's arguments lead to the conclusion of a special cultural relevance of the study of historical continuity in preservation of the cultural heritage of the Mongol Empire in Mongolia. Some important aspects of it have been revealed: global processes, significantly increasing the role of culture and cultural heritage in the life of nations; changing ideological concepts thanks to which the opportunity to study the history and culture of the Mongol Empire has appeared after many years of neglect; further development of science, new methodologies and methods allowing to explore the topic from a new angle. The study can promote the inclusion of Mongolian objects in the list of tangible and intangible cultural heritage of UNESCO that promotes activation of tourist flow into the country and carrying out actions for the conservation of rarity. The relevance of the research has been justified by the political and economic policies of modern Mongolia. The topic is little-studied as well as development of cultural studies as a science in Mongolia taking its first steps. Identified aspects of the relevance of studies demonstrate the potential for obtaining certain scientific results having theoretical and practical significance not only for Mongolia, but also for Russian science.

Keywords: Mongolian state, Mongolia, the Mongol Empire, cultural heritage, preservation, relevance

ON THE DESK OF A SCIENTIST

V. Rushanin

Doctor of Historical Sciences,

Chelyabinsk State Institute of Culture and Arts

E-mail: rushanin@chgaki.ru

PATRIARCH’S AUTUMN

Abstract. The last and most difficult period in the life of the writer, historian and teacher Ivan Aleksandrovich Tikhomirov coincided with the first decade of the Soviet power. Tragic events followed one another: closing of the institute, dismissal, no means of subsistence, the death of the elder son, repressions and arrests of earlier wealthy people, lack of work. Province was the only place where many teachers and scientists found shelter in those “damned days”. For the Tikhomirov family the estate of his wife became such a shelter. In 1927 at the request of the district land management chief the Tikhomirovs founded a garden of young plants for local people and migrants. Later the garden was taken under the guardianship of state as the greatest cultural value. All forced applications of personal pension award for Tikhomirov as a scientist were in vain. Ivan Aleksandrovich continued

his scientific investigations despite his advanced age but his activities and his contribution to the domestic history and education was appreciated much later.

Keywords: I. A. Tikhomirov, nationalization, popular schooling, Soviet power, Troitsk

Part III. ART STUDY

N. Seregin

Doctor of Pedagogic Sciences, Professor,

Altai State Institute of Culture

E-mail: SereginNV@yandex.ru

THE FORMATION OF THE MUSICIAN PERFORMANCE SKILLS

Abstract. Relevance of work consists in importance of professional selection of components of performing and pedagogical skill for musical culture. Continuous process of training and self-training, rehearsal and concert and performing activity demands systematization. Orderliness helps to solve the problems of a vocational education and the general psychology and pedagogical questions forming the base for training of the master – the musician, the teacher, the performer.

Defining a specification of professional readiness of the musician as the purpose of the work, we reveal macrostructural, mesostructural and microstructural indicators. The elements making them are factors of efficiency of activity and are expressed in professional skill of the performer and teacher.

In the description of the composed professional skill of the performing musician and the teacher it is expedient to allocate four main units: musical and performing orientation, knowledge, abilities and professionally important qualities of the musician. The diagnosed qualities reflect phenotype opportunities of the person, an alloy of its congenital and acquired features and properties. Abilities in a combination to knowledge and abilities in their realization form horizontal structure of professionally important quality. But abilities have a hierarchical structure therefore professionally important qualities have also vertical structure in which each component of higher level is based on a component of lower level. Such set of horizontal sequence and vertical hierarchy really reflects practice of pedagogical and performing activity of the musician.

Keywords: components of executive and pedagogical mastery of musician, structure of musician's activity, factors of effectiveness, components of musician's professional mastery

F. Ulmasov

Candidate of Art Criticism, Docent,

Research Institute of Culture and Information of

Ministry of Culture of the Republic of Tajikistan

E-mail: firuz_ul@mail.ru

EASTERN HOMOPHONY IN THE CONTEXT OF SOLO MUSIC PLAYING AND MONOPHONY AND POLYPHONY GENESIS PROBLEM

Abstract. Reproduction and development of music can be reached only by direct music playing. Different kinds of music playing can be grouped into two general directions – solo (individual) and collective (ensemble) including their different correlations. Logical grounds to form solo and collective kinds of music playing arise in the context of informational communication. Its peculiarities are revealed in different vectors of information transmission consisting in partitioning of you to others (solo vector) and together to yourself (collective vector). In traditions folk music solo performance was always directed at the information transmission from you to others presupposing a recipient of information who exists independent from its sender.

Peculiarities of monophony and polyphony genesis arise in the light of initial introduction of the phenomena of solo and collective performance in communication. Monophony as a solo singing and a separate subject in the system of relationships in its genesis is directly stipulated by a solo vocal-speech communication where information transmission has a distinct differentiation. Genetic aspects of the solo and collective performance problem have received deep scientific development in the program, publications and materials of the International musicological symposium dedicated to 1400-th Anniversary since the birth of the great representative of Tajik-Persian classical musical system Barbad (Dushanbe, 1990). The discussion has proved the existence of different viewpoints and approaches to the solution of the problem. The final result of the discussion includes the mutual statement that first and foremost man but not anything abstract lies in the grounds of the musical culture of peoples, and second, historical, cultural, artistic and semantic equality of different musical systems including the ones containing monodic and polyphonic thinking. The studies of the solo and collective performance, of the monophony and polyphony phenomena give an opportunity to interpret the specific features of music playing in the eastern musical traditions in most genres especially in the oral professional music where vocal-solo monody (homophony) is performed with instrumental accompaniment.

Keywords: music playing, solo performance, collective performance, monophony, polyphony, monody (homophony), genesis, information communication, linearity

V. Bychkov

Doctor of Art Criticism, Professor,
Chelyabinsk State Institute of Culture and Arts
E-mail: vladimirbychkoff@mail.ru

V. Putilov

Senior Lecturer
Ural State University of Physical Culture
E-mail: putilov_vd@mail.ru

**URAL COMPOSERS BUTTON ACCORDION MUSIC
(SONATA NO. 1 BY V. VEKKER)**

Abstract. The author studies the development tendencies of the sonata genre for button accordion (middle 60s – end 70s 20 century) emphasizes the peculiarities of the form-scheme of a sonata (one-, two-, three- and four-parts cycles), analyzes the tonal-harmonic language of Sonata No. 1 by V. Vekker and reveals its image-associative ties with Russian music (N. A. Rimsky-Korsakov, P. I. Tchaikovsky, S. S. Prokofiev, S. N. Vasilenko etc.). Special attention is paid by the author to:

- the original technique of composition and tonal thinking, succession of I. F. Stravinsky creative activity (atonality, polychords, tonicality);
- sound intensification of “sound-timbre equivalent” – orchestral technique introduced by V. Vekker into the button accordion music;
- successive tonal-harmonic ties with folklore and timbre “imitation” with folk-instrumental creative activity in a new instrumental context.

The article also determines innovatory features of the button accordion music by V. Vekker.

Keywords: sonata, symphony music technique, chamber music technique, button accordion music, image-associative ties

V. Ananiev

Candidate of Historical Sciences,
Saint Petersburg State University
E-mail: v.ananov@spbu.ru

“IN RUSSIA STATE SHOULD THINK ON ART”**(Ministry of arts in discussions during the revolution time, 1917). Pt. 1**

Abstract. The article is the first part of a study on the phenomenon of “the Ministry of Art”, the idea of creation of which is actively discussed during the revolutions of 1917. As developing the ideas of Pierre Bourdieu's symbolic violence of the state, the author considers this phenomenon as part of practices associated with such symbolic violence. The author analyzes the context of the formation of the idea of creating such a ministry and connects the beginning of its active conceptualization by enlightened Russian society with the revival of the project of A. Benois, relating back to first Russian revolution of 1905. A. Benois and M. Gorkii contributed to the fact that these ideas were again discussed in 1917. At the same time, in contrast by 1905, the circle of persons caught up in the discussion was much wider. In the center of this article – a meeting of art and science persons, which took place March 7th, 1917 at the Institute for History of Art (Petrograd). The author analyzes archive materials, dedicated to this event, and sets of participants. Author gives gender and professional characteristics of the participants. Author analyzes the report of V. Kurbatov, which was presented as the official point of view of the Institute on the problem of the creation such ministry. Author sets out the main issues that should be handled of this agency in the future. Author pays a special attention on the connection of this project with the museum's activities and current cultural scene.

Keywords: Ministry of arts, revolution, museum, A. Benois, V. Kurbatov, Institute for history of arts

A. Gusev

competitor of a scientific degree of Candidate of Art Criticism,
Russian Institute of Art History
E-mail: Alexeygusev@mail.ru

THE MORPHOLOGY OF NARRATION OF VARIED STRUCTURES**(TOM TYKWER'S FILM “THE PRINCESS AND THE WARRIOR” AS AN EXAMPLE)**

Abstract. In modern cinematography some schemes of texts' structures and peculiarities of the communication of a user with informational streams in the hyperspace have become an example for the organization of new types of narration. There exist a number of films in which a general compositional scheme is the basis for various interpretations of the plot. The authors are interested in the possibility to present a varied development of the events, the presentation of the events which are happening, have already happened or may happen in the coexisting alternative realities. The structure of electronic hypertext can only be imitated. It happens in a special hypertext film narration. While analyzing this type of narration our attention is attracted by some active elements of the composition of the film. They connect the parts of the film imitating the work of hyperreferences. These elements, getting in a nonlinear open composition, become able to catalyze unexpected turns of the plot. So a possibility of the varied narration is provided.

Using Tom Tykwer's film "The Princess and the Warrior" (2000) one can observe how due to the active elements of the composition film narration gets the variability of its development and how the imitation of the choice of the way of development on the screen by the viewers and the film characters brings about new levels of the understanding of the message.

The composition of Tykwer's film is organized in such a way that it accepts the elements that are not directly connected with the plot. But due to some special connections and a general context such elements support the message of the film improving its understanding.

Keywords: cinematography, film narration, composition, hypertext, hypertext film narration, plot, subject, scene

I. Malofeeva

post-graduate student,

Russian State Specialized Academy of Arts

E-mail: Inna_edel@mail.ru

PIANO EXTENDED TECHNIQUES IN GEORGE CRUMB'S ORCHESTRA WORK "ECHOES OF TIME AND THE RIVER"

Abstract. Pianoforte as we know it now entered the orchestra in the first half of the 19th century and as late as 20th century the usage of this keyboard instrument in orchestral works became wide spread occurrence. As a result, there were a lot of innovation and creativity in the "orchestral" piano area at the time and, it must be emphasized, this included application of extended piano techniques. George Crumb's suite "Echoes of time and the river" (1967) is a great illustration for different types of piano usage in orchestral works.

Detailed analysis of the Crumb's suite revealed following basic tendencies. On the one hand, in the 20th century instrumental music could be traced the continuity of tradition: a whole number of 19th century piano functions in the orchestra remain constant (coloration, texture consolidation etc.). On the other hand, implementation of these functions differs very much from patterns and methods of prior epochs. For example, orchestral timbre palette in Crumb's "Echoes of time and the river" enrich extended piano techniques – plucking the strings directly in combination with standard piano playing on the keyboard (1 part "Frozen time"). At the same time, 20th century is a period of innovations. In some cases, – in the 1 part of Crumb's suite etc. – extended piano techniques create an illusion of the pianist playing several instruments simultaneously – as if substituting for a percussion ensemble while a part of orchestra. Thanks to invention of amplifier, strings rustle and overtones and, of course, long vibration of bass strings became audible for the public. Crumb used it with a great effect – particularly in the 3 part of suite ("Collapse of time"). In addition, piano with all its dampers raised off the strings performed in his suite a function of supplementary resonator for other orchestra instruments (parts 2–3).

As can be seen from Crumb's suite "Echoes of time and the river", in 20th century "orchestral" piano received an extended range of options and new developments to fit times. The usage of extended piano techniques in symphonic music stays underestimated and insufficiently studied area of musicology, but divergence in this phenomenon development is a good sign of its promising outlook.

Keywords: piano as an orchestral instrument, piano extended techniques in orchestra work, functions of timbre in 20th century instrumental music, George Crumb's "Echoes of time and the river"