

PART I. INFORMATION AND COMMUNICATION SCIENCES

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**THE BOOK CULTURE: DIVERSITY OF CONCEPTS
AND RESEARCH METHODS**

Abstract. The actualization of problems related to the adaptation of the book culture to the challenges of modern information civilization attracts the interest of specialists in various fields of humanitarian science. Not only bibliologists, but also philosophers, teachers, culturologists, historians, sociologists actively study the modern problems of book culture, turn to its origin, try to forecast its ways of developing. Over the past 20 years the approach to book culture has been changed. From the attempts to define the term “book culture” researchers have come to understanding the need for the interdisciplinary cooperation in studying this issue.

The analysis of the term “book culture” helps to identify the determined directions of the research activities (in bibliology, in culturology, in document management science); to compare the different scientific schools’ positions and to correct the interdisciplinary discourse methods.

Keywords: book, book culture, book science, culturology, document management science, information society, system approach

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ELECTRONIC RECORDS STORAGE: FOREIGN EXPERIENCE

Abstract. The article describes foreign experience in the field of ensuring long-term storage of electronic records, including those originally created in electronic form and digitized. The experience of the USA and a number of European countries on the creation and implementation of projects providing the storage of electronic records is presented in the article. Among such projects are the Strategic plan of the US National Archives, common-European E-ARK (European Archival Records and Knowledge Preservation), Estonian computing program (Universal Archiving Module), Finland’s Sähke, Holland’s OAIS (Open Archival Information System), VITAM (Valeurs Immatérielles Transférées aux Archives pour Mémoire) from France and many others. Their study allows us to identify general trends in the development of this field of activity. They include: the need to determine the requirements for the archival storage of records at the development stage of information systems for the creation of electronic records, the formation of specialized information systems (electronic archives) at the state level, the need to transfer the metadata of electronic records for the storage in the archive. At the same time, it should be mentioned that all the proposed solutions do not imply permanent storage, the perpetual storage of electronic records.

Keywords: record, electronic record, storage of electronic records, transfer of electronic records from records management systems to the archive, formation of electronic archives

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MEDIA AND INFORMATION LITERACY OF LIBRARY USERS AND LIBRARIANS

Abstract. The article considers the experiment of libraries of the Chelyabinsk region and the Chelyabinsk State Institute of Culture and Arts on formation of media and information literacy of libraries' users, librarians and students of library faculties. The authors show the idea of media and information as the basis of knowledge, installations and skills necessary for life in the information society. Special attention in the article is paid to the information security of children and teenagers, to the necessity of their media literacy training, to the formation of independent critical thinking skills, to the support of creative activity in the electronic environment. The article contains the "information literacy" and "media literacy" concepts structure according to the UNESCO materials and the possibility of their integrated development. The authors disclose common and special features of information and media preparation such as resources, receptions of the analysis of media texts and information products.

The article also presents the "Media Information Literacy" course for Master's Degree students of the Library and information activities chair (ChGIK) and determines the purpose, tasks and the main competences formed by students, future managers of information resources. Problems of library service in digital era, the national and international strategy of realization of capacity of media, human rights and development of education and cultural diversity have also been studied. Besides this the authors analyze key components and principles of information security, examples of all types of information resources in libraries usage along with the assistance to training of libraries users, development of skills of media and information literacy through school, public, children's libraries.

Keywords: media literacy, information literacy, information culture, library, librarians, library users

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DOCUMENTARY RESOURCES OF ACADEMIC LIBRARIES IN SIBERIA: EFFICIENCY USAGE (1992–2016)

Abstract. In recent years the process of forming and using scientific libraries' collections has been greatly influenced by changes in the field of scientific research organizations, developing the system of scientific communications and information technology. The authors have made an attempt to trace the dependence of transformations in applying the document base of academic libraries in the Siberian region in 1992–2016 relating to these transformations.

Until the late XX century the academic libraries stocks consisted mainly of printed resources. The collections of library funds were completed with a new element – remote access resources at the early 21st century. The stock structure included paid licensed resources (journals, VINITI abstract databases, patent databases, etc.), open access resources started to be used in readers' servicing. In this regard, in 2000–2010 the indicators of using the traditional fund (readability, circulation and book availability) decreased sharply; such a conclusion was reached after analyzing library and web statistics. Under these conditions libraries expand service areas (attracting new categories of users) and develop services related to servicing remote users (online recording into the library, remote ordering of publications), which helps to preserve the practice of using traditional resources.

The stock use has been affected by organizational transformations in the Russian Academy of Sciences (RAS) along with the scientific communications system change. The reorganization of the library network of the Siberian Branch of RAS resulted in interlibrary relations weakening, destruction of the centralized library system, which included 70 academic libraries. Despite this, to preserve the united information space the State Public Scientific Technological Library of the Siberian Branch of RAS continues to focus on the interests of research institutions and regional specialization, provides SB RAS' libraries with information on a scientific documentary flow, preserves the practice of its libraries counseling and methodological assistance.

Keywords: social-economic transformations, Siberia, Siberian Branch of the Russian Academy of Sciences, scientific institutions, academic libraries, documentary resources, stocks, centralized library system, centralized library acquisition, methodological guidance, science reforming

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NOBILITY LIBRARIES OF THE URALS IN THE 18th CENTURY: SOURCES AND PRELIMINARY RESULTS OF STUDY

Abstract. The article is devoted to the problem of studying the nobility libraries of the Urals in the 18th century – the period of the formation and development of the Ural industry, as well as the formation of its own Ural identity, a new written and book culture, the folding of secular and scientific libraries. There are several reasons why scholars did not pay much attention on the book collections of the nobility of the Urals. 1) Researches are usually devoted to big statesmen, well-known writers and scientists (in the most cases to those who lived in the capital). 2) The Soviet historiography did not study personal libraries of noblemen – factories' owners – because of political and ideological situation. 3) Because of the 20th century events no book collections of the Ural noblemen which are totally safe, separate books are in different libraries, museums and regions have been preserved. The article examines conditions and sources necessary for studying and reconstruction of the 18th century noblemen libraries in the Urals. The presented groups of sources are given in view of their features and regional specificity, a methodology of work with them is offered. Each group of sources (notes and writing in books, book signs, inventories of libraries etc.) is accompanied by concrete examples, demonstrating, on the one hand, how these methods are used in research practice, on the other – show insufficient attention of researchers to personal book collections of the Ural noblemen. A general conclusion is drawn that without a scientific study of the latter, knowledge of the history of the culture of the Urals will be incomplete.

Keywords: personal libraries, nobility, historical source, inventory of property, book entries, lists of subscribers, mine workers, Demidovs, Turchaninovs, Miasnikovs, V. N. Tatishchev, the Urals

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TRANSFORMATION OF INFORMATION AND COMMUNICATION EDITIONS IN THE HISTORY OF NATIVE ADVERTISING OF THE 18th CENTURY – THE BEGINNING OF 20th CENTURY

Abstract. The development of the sphere of mass communication in Russia for three centuries becomes interesting from the point of view of analyzing those changes that have occurred in the formally and functional, content and stylistic, emotional and psychological, technical and technological aspects. The development of means of information and advertising

communication in Russia since the 18th century was closely associated with the development of publishing activities, the printing industry, design art, language traditions, cultural and leisure preferences of the population. In the article the authors consider the main types of information and communication editions produced in Russia in the 18th century – the beginning of the 20th century and analyze their transformation in various aspects. Considerable attention is paid to the content of cultural and entertainment playbill, printed libretto for theatrical performances, announcements about dramatic performances in the newspapers and magazines. Quotation of the texts of information and communication editions of the 18th century – the beginning of the 20th century allows authors to draw conclusions about the substantial transformation of text content, external design, emotional impact, techniques used to optimize advertising communication.

Keywords: information and communication editions, the history of the theatrical playbill, the history of advertising in Russia of the 18th century – the beginning of the 20th century.

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THEMATIC LEXICOGRAPHIC REFERENCE

Abstract. The article represents a type diversity of virtual thematic lexicographic references of social and humanitarian subjects. Virtual lexicographic reference is a reference of any type, made by reference and bibliographic service, includes primary or secondary information.

The classification of this type of references given in the article, is represented in the form of a table and illustrated by numerous examples from the archives of made references of virtual reference services of different types of libraries in Russia. The reasons for increasing thematic lexicographic references are analyzed.

Virtual thematic lexicographic reference should be considered simultaneously both as a lexicographic information resource and bibliographic resource. Being a product of joint lexicographic and bibliographic activity this type of references is of great importance in user's reference and bibliographic service, foreseeing their requests, development of science.

Keywords: virtual reference, classification of references, thematic reference, reference and bibliographic service, lexicography, lexicographic information resource

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STATE OF LIBRARY-BIBLIOGRAPHICAL BRANCH IN TAJIKISTAN (END OF 20th- BEGINNING OF 21th CENTURIES)

Abstract. The article characterizes the state of library-bibliographical branch in Tajikistan at the end of 20th – beginning of 21th centuries. The author stresses the importance of bibliography in the development of modern society (in the period of computing and globalization) and points out the achievements of national bibliography (appearance of branch programs, growth of state financial support, technical and technological re-equipment of libraries), as well as its problems (the necessity to actualize and perfect the rules and regulations, to further improve the libraries etc). The question of training and retraining of library workers is of the utmost importance today (though we can follow the positive tendency in this field in the main library-bibliographical centers of the country) as the role of scientists and specialists in preserving of national bibliography is very high. The article offers drastic measures for its further development and creation of the corresponding conditions of attracting and preserving specialists.

Keywords: training and retraining of specialists, scientists, specialist, index, catalog, library, short-term courses, bibliography, information, resources

PART II. CULTUROLOGY

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PHILOSOPHICAL AND APPLIED ASPECTS OF CULTURAL POLICY AT THE SETTLEMENT LEVEL

Abstract. The authors give philosophical substantiation of theoretical approaches and technological method of cultural policy of local territories based on the use of positive leisure practices immanent to their population. The article proposes a conditionally standard technology of eventfulness formation based on the usage of naturally (objectively) existing forms of residents' leisure activity. The authors analyze dialectically related multi-vector processes of the reality formation based on, on the one hand, on self-development and self-reproduction of culture, and on the other, on the aspiration for purposeful culture management on the part of the systems controlling the society. The conditions for the effectiveness of cultural policy of the settlement level are explained in the context of taking into account the primary forms of leisure activity immanent to the personality. General, branch and mass levels of cultural policy have also been described. The idea of a dialogue is conceptualized as the methodological foundation of contemporary cultural policy. The authors consider leisure sphere, which includes a spectrum of opportunities, that, in a diverse combination, ensure people's satisfaction with their life and reproduction of a positive way of life, as a special space of cultural policy. The event action as an "ideal" type of residents' leisure activity localized in time and space is marked as the main instrument of cultural policy at the settlement level. The authors indicate the logic of a settlement's social capital increment at different stages of event actions' realization. The logic of saving budget funds as eventfulness is introduced into leisure and cultural activity of population is also indicated. The importance of saving cultural diversity on the natural, everyday level of residents' cultural activity is postulated.

Keywords: cultural policy, levels of cultural policy, cultural and leisure environment, eventfulness, cultural diversity

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INTERACTIONS BETWEEN INDIVIDUAL AND MASS CULTURE IN HISTORICAL PROCESS

Abstract. The article shows the dialectics of mass and individual cultures and its massification and personification in historical process. Under massification we understand popularization of complex (serious), highly-artistic elite works (both regarded as classical ones and outstanding modern writers) when they become public and penetrate into the environment they were alien to and losing very often their authors' intention at that. There exist many ways of massification. For example, during many years before cinematography became one of the best popularizers of literature works the best literature masterpieces were staged in drama theaters or opera houses (it doesn't cancel congeniality of many musical-theatrical works e.g. "Carmen" by G. Bizet, "Eugene Onegin" by P. Tchaikovsky and many others). When personified the texts on the contrary by their quality and content undoubtedly belong to mass culture and are interpreted by the contemporaries as high literature but in the course of time their value is reviewed by new generations.

One and the same cultural texts can show their different facets, surface (daily routine culture) and deep (cultural-philosophical, religious-mystic or myth-poetic subtext, intertextual associations etc.) meanings – to mass

and personified subject. It is revealed especially bright in the works of post-modernism times as well as in classical texts, popular in different circles of a society such multilayer character and polysemanticism occupy prominence.

A special role in the genesis of mass culture is played by the mechanisms of “collective styles” formation pointing out “style flow” which accumulates different styles into one integral unit and connects cultural epochs of the past. Thus during the period of XVII-XX centuries the so called universal “implicit” mass culture “collective style” with closely connected and intertwined features of baroque, sentimentalism, romanticism, realism (with brightly expressed features of naturalism), decadence and symbolism was formed. The main peculiarity of Russian mass culture formation and development was the lack of renaissance period in the culture history of Russia that originally made the majority of “collective styles” imitative to the West European analogues.

Keywords: mass and individual culture, massification and personification, “collective style”, “style flow”, pseudomorphosis, “double code”

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UNDERSTANDING THE ORIGINS OF PROTO-RELIGIOUS CONSCIOUSNESS FROM THE STANDPOINT OF PHILOSOPHY AND CULTURE

Abstract. The given article is an attempt, based on methodological foundations of cultural and philosophical anthropology in a historical dimension, to define a phenomenal role of mother not only in creating elementary and backbone social structures in humans but also in the origin of proto-religious reflections. The authors hypothesize proto-religious feeling to be born not five-six thousand years ago (mostly in pleistocene that was later developed in matriarchal-matri-phenomenal epoch) as it was accepted in the scientific community but thousands years ago. In the authors’ opinion religious experience and religious feeling are immanent to man’s nature and flurry of para-religious consciousness appears with the first act of meaning creating, with the first word pronunciation. Causes and the beginning of a mytho-magical and ritual practice of worshipping the foremother have been given a hypothetical elaboration and reflection. It is assumed that her naming and a fetishized sculptural image in the prehistory of mankind could have become a gnoseological formula and a basis for awareness about the world and the self in it, and have brought the human consciousness out of the “orbit” of proto-religions.

Keywords: matriarchal matriphenomenal system, foremother, pre-tribal, pre-marital mother's family, children's lallation “ma-ma”, female deities, Paleolithic statuettes

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THEATRICAL ART OF CHELYABINSK IN THE FORESHORTENING OF THE AUDIENCE PERCEPTION: CORPORATE CULTURE EFFECTS PERPECTIVE (to the statement of the problem)

Abstract. The audience perception of artistic products (including financial-economic monitoring of cultural establishments functioning, opinion polls etc.) can be measured and thus can be regarded as an objective index of artistic culture development including the theatrical art both in Russia and in certain region. It should be noted that these indices don’t always reflect the quality of stage performances and their significance but they are always value a certain theatre management. Due to the results of the opinion poll conducted in Chelyabinsk in 2017 (the same results were achieved in other big provincial cities as well) the authors could summarize the modern theatre mission problems along with the functions of theatrical art and the repertoire demanded by the audience. The article draws a conclusion of the necessity to widen the “theatrical nucleus” of the Chelyabinsk audience by means of using

different (artistic and information-communicative) strategies. The article stresses the issues of the corporate culture of a theatre (first and foremost the presence of value-world outlook layer) as well as methods and mechanisms of projection of theatre's corporate culture effects in cultural environment of a city (audience, media, educational etc.). The authors conclude by saying about the necessity to regulate artistic policy of the region and possibilities to positively change the theatre's life.

Keywords: theatrical art, theatre, audience, public, corporate culture of a theatre

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NEW FORMS OF I-DOCUMENTS – REPRESENTATION OF THE MOBILITY PHENOMENON

Abstract. Documents about a person are one of the most important information resources about a unique personal experience. The subject of the study are the documents created by the person about himself. They have important common signs of documents, but are author's artifacts, where a person is both an author and a hero, and the person's Self and his personal experience are presented in a documented form. Such documents are designated as I-documents. They are the results of self-documentation and are regarded as self-evidence of events in the internal and external life of a person. The goals of their creation, content and forms have historically changed. When creating traditional forms of I-documents, the goal of self-knowledge prevailed, in relation to new forms, self-presentation and self-representation become such goals. Features of new forms and types of I-documents are directly related to the specific features of the existence of modern man. Features of modern I-documents and ways of human existence can be represented in accordance with two paradigms in the social and human sciences – the “mobility turn” and the “linguistic turn”. Mobility is the most important principle of the existence of modern people, which makes it possible to generally define them as nomads and distinguish their “ideal types”: a fleur, a tramp, a tourist, a player (Z. Bauman). Special types and forms of I-documents correspond to each type. The study of new forms of such documents in various aspects, using methods of various fields of science, actualizes a number of problematic issues of social and humanitarian cognition

Keywords: document, I-document, self-documentation, self-certification, mobility, nomad, “mobility turn”, “linguistic turn”

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DEFINING FUTUROLOGICAL FORECAST

Abstract. Due to wide range of meanings the term “forecast” is unsuitable for culturological research. The article's goal is to narrow down the object of research. Forecast and forecasting are becoming more relevant for contemporary culture. There is a need to determine its essence, values and norms it elicits in contemporary culture. To do that we analyze Russian and English futures studies vocabulary. We conclude that “futures studies” best describe the process of forming a picture of probable variants of the futures, while term “futurology” best describes a particular branch of futures studies that concerns itself with probable variants of social cultural futures as opposed to those that predict futures of technology, economics etc. Using pair comparison of close-meaning terms such as forecast, forecasting, foresight, planning, management, experience, we limit the subject zone of our future research. To ease future research, we propose to use the term “futurological forecast” as a representation of the future built on a new concept of sociocultural system.

Keywords: forecast, futures studies, futurology, foresight, futurological forecast

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THE VISUAL TURNS AND SPECTACULAR CULTURE: THEORETICAL ASPECTS AND CULTURAL PRACTICES

Abstract. At the beginning of the 21st century, visibility is not to be a fashionable trend. It becomes the fundamental foundation of the contemporary culture. Most often talk about a “visual turn”, as a reason for the emergence of interest in visual research. Usually, the intra-scientific character of this visual turn is pointed out.

The author discovers at least three visual turns in humanitarian studies related to the circumstances of the development of the culture itself. The first visual turn is in 1920–1930 and was marked by the works of P. A. Sorokin and V. Benyamin. It was caused by the syndication of various media at the turn of the 19th and 20th centuries, the appearance of cinema, comics, and the development of photography.

The second “visual turn” occurs in the period 1960–1980. He was associated with the proliferation of television and the emergence of performance and other new forms of artistic action. This visual turn is most fully reflected by modern science.

The third visual turn comes from the second half of 2000 and is associated with a new media syncrasis of virtual and technical entertainment tools: computer games, 3D cinema, virtual and augmented reality technologies.

An important aspect of the contemporary visual turn is the society's accumulation of fatigue from technically-produced spectacles, increased demand for a «live spectacle». Only in the context of the latter is a complete media syncrasis possible – the unification of all means of expressiveness of the means of communication used by man.

Keyword: visual turn, visual studies, media, media syncretism, spectacle, contemporary culture, technically-produced spectacle

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SOCIALIST REALISM AS A CULTURAL CONCEPT: GENESIS AND MODERN INTERPRETATION

Abstract. This article analyzes the role of socialist realism as the main literary and artistic method, which formed ideological and moral basis of the Soviet period culture. Today, decades after the “collapse” of the theory of socialist realism, researchers again turn to this phenomenon, but not from ideologically colored positions, but with the objective analysis of this phenomenon as an important element of the cultural and historical development of our country. The article presents a number of historical events that have approved socialist realism in Soviet art, as well as the analysis of the positive and negative aspects of socialist realism for the purpose of its unbiased research. Such an approach should facilitate the “connection of times”, and, consequently, social harmonization. The axiological space of Soviet-era culture was under the control of totalitarian ideology, while literature played a serious role in preserving and translating values. Socialist realism and its rejection influenced Russian postmodernism, its originality. Therefore, in this article, we would like to consider not only the history of socialist realism, but also to realize its significance for the actual reality.

Keywords: values, Russian literature, socialist realism, ideology, censorship, Soviet period, transmission of values

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LIBRARIES USERS IN THE SITUATION OF CULTURAL DIVERSITY: PROBLEMS AND CHALLENGES OF SOCIOCULTURAL REALITY

Abstract. The article analyzes problems and prospects of development of art culture in general, and libraries – in particular from the point of view of the population of Chelyabinsk. The results of the author's social research directed at judgment of the urgent status of a library as a cultural institution, its place and role in cultural environment of the

modern city and life of the certain person, the humanistic mission of library in a situation of cultural diversity have been generalized. The article focuses the readers' attention on the perception of the Chelyabinsk regional universal scientific library by real and potential audience of its users, and raises the question: if the regional library fulfills the cultural aligning function, directing and organizing various cultural flows.

The results of the sociological research allow to distinguish the libraries' general trend demand: orientation to dynamism, availability and variety. The audience sees the library as the main center of cultural life of the city. When specifying the positions of the respondents concerning the role of a library in human lives, the majority of answers came down to satisfaction of inquiries in obtaining the necessary information, the general pragmatic orientation. The audience of libraries connects the prospects of work of establishment with updating and modernization of work in different directions: from updating of funds and a range of the provided services to the usage of more modern forms of the establishment positioning.

The article draws the conclusion that effective functioning of a library in modern social and economic conditions requires close attention and a direct frontage to potential audience of libraries, activation of efforts on the art sphere organizations PR promotion, to strengthening of attention concerning effectively built communicative space, the adjusted system of communications with consumers.

Keywords: library, cultural diversity, libraries users, reader, sociology, problems and prospects of regional libraries

PART III. ART STUDY

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THE GENESIS OF THE ARTISTIC EVALUATION METHOD IN A. LEVINSON'S WORKS

Abstract. The article deals with the famous Russian critic A. Levinson's approach for creating a new methodology of artistic evaluation. Such a research is timely for modern ballet studies as a part of general dance theory which considers phenomena regardless of their belonging to classical or non-classical aesthetics. The article focuses on Levinson's understudied works written in exile. The comparative study of the works referred to and his prerevolutionary works have allowed to follow the evolution of the critic's views. Judging from Levinson's evaluation of the artwork of such choreographers as I. Duncan, Jaques-Dalcroze, L. Fuller and expressionist dance founders, the authors considered the critic's position towards a variety of theoretical problems: cultural dependence of choreographic phenomena, the source of dance expression and rhythm. The research featured that in the debates with his opponents Levinson had been able to create a new kind of methodology of evaluation of an artwork. The backbone of his theory shows that regardless from aesthetical paradigms the expression extent of a dance phenomenon in a specific cultural situation has to be determined according to the criteria general to all kinds of dances.

Keywords: dance theory, choreographic criticism, methodology of artistic evaluation, expression, nature of dance, classical dance, free dance, expressionist dance

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MUSIC MANUAL MODELLING IN THE ART OF CONDUCTING (SETTING OF A PROBLEM)

Abstract. Fundamental grounds of the manual art of conducting is the artistic model of music that sounds in the mind of every conductor. It is the so-called scientific-artistic tool of its perception by the musicians of an orchestra. Manual model fulfils the mediation function between a conductor and his orchestra performs as a

“representative”, as a “substitute” of the music-original, as a relational artistic pattern, as a standard reference point when it is performed in the real orchestra sounding. In structural-artistic aspect it corresponds to both conductor’s mental sounding of music and real orchestral performing. The process of artistic modelling includes both rational and emotional origins. The conductor’s model of music is the result of a unique synthesis of logical and image thinking, consequences of analytical and at the same time emotional understanding of a musical composition.

The manual model is isomorphic (is structure-like) to sound form of music and is congenial (corresponds to the spirit) to its emotional content. The last one determines the act of modelling in the material of art comparable with its mimic-plastic variants. The manual model reproduces the image content of music rather accurate and congenial at times only indicating its relevant emotional characteristics. The artistic model is created on the grounds of synthetic understanding of the wholeness of the object reproduced and it models this wholeness itself. In the art of conducting we always speak about the unique, rich in form understanding of music. We may say that the basis of manual art of conducting is formed by a relatively accurate and wholesome model of the music performed and the artistic modelling itself involve two interchangeable moments – reflectance-informational and information-creative ones.

Keywords: the art of conducting, manual music model, expressive elements of music, artistic content of music, mentally sounded music, artistic modelling of music

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THE BOWED INSTRUMENTS OF THE TURKIC PEOPLES: ISSUES OF TERMINOLOGY

Abstract. The traditional terminology for the musical instruments, including bowed instruments, is the richest source for an understanding the traditional cultures functioning specifics. The author believes that this can be traced within a comparative analysis of the musical terminology of peoples belonging to one language group sharing a common ethnogenesis as well as the ethno-cultural traditions. The author analyzes the bowed chordophones of the Central Asia and Siberia Turkic peoples, such as Kazakhs, Kirghiz, Uzbeks, Turkmens, Tuvinians, Altaians, Yakuts etc.

The article identifies several etymological trends based on the generalization of research literature devoted to traditional musical instruments of the listed peoples and the author's own observations as follows: 1) some names of bow instruments (g`ijjak, kijak) arose as an imitation of the bow friction; 2) the name of some bow instruments (kemancha, kobuz) is associated with the meaning of “bow”; 3) the material for the manufacture of the instrument appears in some of the instrument's names (kylsah, kyl kobyz, kyl kijak, igil, etc.); 4) the name can denote the traditional way of making a musical instrument (for example, in a kobyz); 5) the name may be associated with the functional purpose of the instrument.

The author considers the ethnic traditional terminology of the details of the Türks bowed instruments. Widespread within many cultures (Uzbeks, Turkmens, Azerbaijanis, Kirghiz, Tatars) the name for the bow is the “Hunter bow” (in the Tatars – “zhya”, Tuvinians – “cha”, “chazhak”, etc.); therefore, zooanthropomorphism occurs in the names of parts of instruments.

Keywords: Turkic bowed string instruments, terminology of the Turkic bowed instruments, g`ijjak, igil, ikili, kobuz, kyl kobyz, kyl kijak, kylsakh

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THE SPIRITUAL VERSE “AT PARTING OF THE SOUL WITH THE BODY” AND SEQUENCES “DIES IRAE” AT THE RECEPTION OF N. MIASKOVSKII

Abstract. The Old Believer Russian spiritual verse “On the parting of the soul with the body” and the medieval Catholic sequence “Dies irae” (Day of Wrath) share space, time, and confessional differences. But both

hymns bring together the content that results from the doctrine of the end of the world, the afterlife, and the posthumous existence of the soul. N. Miaskovskii, used them in the Sixth Symphony (1921–1923) to convey the eschatological moods prevailing in the country during the years of the revolution and the civil war.

This article is devoted to revealing the semantic content of the symphony, arising from the citation of the spiritual verse and *Dies irae*. The analysis of intra and intertextual connections of musical themes, as well as of the verbal series, made it possible to reveal more deeply the essence of the ideological-dramaturgic conception of the work of Miaskovskii's. Revealing the semantics of quotation allows you to get an idea of the composer's views on historical events and their author's assessment.

Features of the implementation of the conflict are revealed through a comparative analysis of intonational, rhythmic, timbre, and genre features of quoted tunes. There are points of contact between spiritual verse and “*Dies irae*” at the semantic, intonational, and functional levels. Their inclusion in the symphony extends its genre boundaries, brings together the Orthodox funeral liturgy and mass for the deceased.

In the course of the study, universalism and objectivity of Miaskovskii's symphony are justified, in contrast to the previous interpretation connected with the disclosure of the tragedy of individualistic consciousness dominating music studies of the Soviet period. The problematic aspects of the article correspond to the tendencies of revision of the ideological foundations of Miaskovskii's creative work and its characteristics through the prism of the spiritual paradigm that has appeared in recent decades.

Keywords: Miaskovskii N., spiritual verse, sequence *Dies irae*, *La Carmagnole*, *Ça ira*, symphony, citation, semantics, context, extratextual relations

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THE ROLE OF THE ORENBURG PROVINCIAL GOVERNMENT CONSTRUCTION DEPARTMENT EXPERTS IN SOUTH URAL ARCHITECTURE DEVELOPMENT AT THE BEGINNING OF 20th CENTURY

Abstract. The centers of pioneering ideas shaping in Russian architecture of the second part of 20th century were capital St. Petersburg, Moscow and Riga. The educational institutions in these cities gave the students the opportunity to study architectural science. Graduate students were sent to the regions of the Russian Empire, so they nourished regional architecture with their skills. Absence of local academies made them one and only source of high professionalism. Their contribution to development of provincial architecture is colossal, but at the same time it is a quite difficult to estimate it nowadays. In this article we try to find particular regularities that have impacted on shaping a unique art language of the region, especially in the Orenburg province. The main difficulty of the work is diverse facts of biography and incomplete information about private commissions of architects and engineers. Thus we cannot completely analyze their practical activity, but we can learn regional tendency as well as the established tradition, followed by the experts sent to the region. It was fueled by the direction of their education and the traditions of their alma maters. The main places where architects were sent to work included the Construction Department of the provincial government and City Halls. What is more, the general architectural decisions were accepted in Construction Department of the provincial government. The article is devoted to the studies of the facts of professional biography of architects and engineers of this department.

Keywords: Regional architecture, prerevolutionary architecture, South Ural architecture, Building code, Municipal statutes, gubernial engineer, construction education

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AQUATIC ENTERTAINMENTS IN GARDENS AND PARKS

Abstract. The article is devoted to the history of aquatic entertainments in gardens and parks, which is an integral part of the history of water shows. The author traces the origin and history of aquatic entertainments in landscaping and garden design in Antiquity and the Middle Ages, their spread in Europe during the golden age of garden design in modern times, wide penetration of water shows in the contemporary culture of park entertainment. The first specimens of regular planning of gardens which combined beauty were made in Ancient Egypt: from that time on the history of aquatic entertainments in gardens and parks begins. In the epoch of flourishing of garden and park architecture new forms of aquatic entertainments in gardens and parks were born and developed: concerts and dramatic performances near water, aquatic carnival, musical rowing, etc. The Russian history of aquatic entertainments started two centuries ago and included various amusements in private and public gardens and parks as well as mass theatrical performances in the Soviet period, which were highly propagandistic. At the last quarter of the 20th century the continuous evolution of adding water theme as an element of park environment marks the birth of the multimedia highly technological show on the water. The historical sequence of events built by the author makes it possible to analyze the logic and reasons for the appearance of water entertainments in a particular cultural space, to trace how in these entertainments the person's attitude to one of the main natural elements – water is shown and to make a conclusion about the invariable attractiveness of this element for mass consciousness.

Keywords: aquatic entertainments, water shows, garden, park, naumachia, aquaparks

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MULTI-AUTHORED MONOGRAPHS ON READING: ANALYTICAL REVIEW

Reading, 21st century: multi-authored monograph. 2015. Askarova V., scientific ed. ; Inter-regional centre of library cooperation ; Chelyabinsk State Academy of Culture and Arts. Moscow. 471 p.

From the year of literature to the century of reading: multi-authored monograph Askarova V., scientific ed. ; Inter-regional centre of library cooperation ; Chelyabinsk State Institute of Culture and Arts. Moscow. 566 p.

Abstract. The readers are provided with the review of the two multi-author monographs of *Homo Legens* series of the leading expert in library science, bibliology and document science IU. Stoliarov. They are united not only by the common objective to fully and most comprehensively show reading in modern social-cultural reality (the views of book scientists, publishers, librarians, sociologists, culturologists, philosophers, teachers etc.) but the authors as well. Urgency and importance of the problems raised in the article in support and development of reading (some of them have been studied in the scientific literature for the first time) as well as the depth of their studies have been marked by the author of the article. Both leading researchers (such as T. Galaktionova, V. Yermolenko, V. Chudinova, N. Stephanovskaya, M. Chernyak, E. Kazakova and many others) and young ones (such as I. Tuzovsky, A. Dydrov etc.) have been included to the list of the authors. Special credit goes to V. Ya. Askarova, Doctor of Philology, Professor of the Chelyabinsk State Institute of Culture who acted as an ideologist, compiler and scientific editor of both publications. The presented monographs have made considerable contribution to the development of reading science and bibliology.

Keywords: book, literature, reading, Literature year, V. Oskarova, readers studies, theory of reading