

A. Sokolov

Essay on Library Postmodernity

Abstract. The purpose of the article is to critically conceptualize the peculiarities of nihilistic judgements on book culture constriction in the age of information technologies and digital economy. For that purpose, the author has studied the symbolic concept of nature and man's essence worked out by Ernst Cassirer a XX century philosophy classic. This concept takes into consideration cultural-historical "man – book" unity. According to symbolic forms philosophy the world of books making for library-sphere is for a cultural person as natural and necessary counterpart of the life environment as ecology suitable for living. The author gives short characteristics of library-sphere as a cultural-historical process supporting development of mankind since the Paleolithic age to the present day. The way of Russian libraries to Postmodernity can be imagined in the movement in historical time from Modernity symbolized by the book culture of modernism to the transitional period as postmodern symbolized by the digital culture of XXI century. Library way from the present to the future includes different tracks such as a book culture track, personifying classical national cultural heritage, and a digital culture track initiated by information technologies.

The article presents an argument for the working definition of book culture as a creative and communicational activity of a human society implemented by means of symbols in the bookish form. Religion, literature, art and science practiced by people make for cultural-communicational activity as they are aimed at creative activity and social communication. In Modernity times this activity is carried out in the book culture track where library plays the leading role. XXI century is waiting for cardinal changes in business, material production, and social sphere through introduction of digitalization and new generation information technologies.

Accelerated introduction of digital information communicational technologies in Russia has been recognized state priority. The main requirement to solve this task is to model of moral, responsible, independently-minded, creative personality. Education of creative personalities and citizens of future Russia is not a biological, not a political but a pedagogical task. For its solution we need liberal pedagogical technologies which are familiar to book culture and strange to digital one. Each type of library just as much as artificial intelligence calls on providing the formation of postmodern generation of the Russian citizens. That is a non sequitur that library community is responsible vis-a-vis contemporaries and off-springs for the book culture preservation and digital resources as means of paving the way to Postmodernity use.

Keywords: libraries, library policy, the future, book culture, Postmodernity, Russia, modernity, symbolic forms philosophy, digital culture, man of the Future

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E. Pleshkevich

Soviet library policy in K. I. Abramov's research: to the 100th birth anniversary

Abstract. The article is devoted to the 100th birth anniversary of the famous Russian librarian, historian of Russian library science K. I. Abramov (1920–2001). The article considers discussion aspects of his research in the initial period of library construction. The article also shows that in his research, which took place in the 1950s –1980s, he relied on the party approach, in the context of which a significant place was given to the study of the role played by V. I. Lenin, N. K. Krupskaya and the Communist party in library construction.

K. I. Abramov took the fundamental provision of his concept that the conditions for building one of the most advanced library systems for its time were created only after October 1917. In the 1990s, he rejected it, accusing Soviet historians of dogmatism and following outdated stereotypes. In its turn, he put forward the concept of democratic library science. It was based on the statement that in the period between the February and October revolutions, a program of democratic transformations was developed and that the Bolsheviks who came to power abandoned it and plunged library construction into a deep crisis. The author of the article shows that the main provisions of this concept are inconsistent and stresses that they contradict both the logic of historical development and historical facts. He has suggested that this concept was the result of an emotional attitude to the events of that period, as well as the situation in historical science changed, and has no scientific basis.

Keywords: K. I. Abramov, history of Russian library science, concept of democratic library science

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A. Flier

Modern Cultural Science as a Structured System

Abstract. Scientific literature contains a lot of different and contradictory views concerning the place of cultural science in national science and education, the subject it should study and its structure in the fields of learning. The given article shows the models of cultural science as the most important branches of cultural science learning, its problematic directions and subjective fields of cultural science. It has also revealed the ties of culture science segments (theory of culture, history of culture, sociology of culture, psychology of culture, applied cultural science, humanitarian cultural science, fundamentals of culturological knowledge) with definite allied sciences. The model offered by the author gives an opportunity to deepen imaginations of human society social integration foundations, causes of cultural pluralism of mankind and patterns of historical dynamics of culture.

It is clear that the model offered by the author is subjective and doesn't coincide the majority of personal priorities in the field of culturological knowledge structuring. But this model takes into account the demand of different segments of cultural science expressed by different social consumers. Among many fields of cultural science, we point out, first and foremost, general culture theory, (demanded by the higher educational system), scientific foundations of the cultural policy (demanded by Ministry of Culture) and sociology of culture (demanded by the lower structures of cultural branch). These very segments of culturological knowledge carried out in scientific researches and directions of education will considerably strengthen cultural science as socially demanded branch of learning.

Keywords: cultural science, branches of cultural science, problematic areas and subject areas of cultural science, science and education

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**M. Kriazhevskikh
V. Kardapoltseva**

The Mission of a Museum as a Result of Professional Self-reflection

Abstract. A contemporary museum must change with the society, with the socio-cultural situation in the country and in the world. Its main task is to remain relevant and interesting in any historical circumstances, therefore, every year a museum acquires new functions.

Today, a museum is not only a collection of artifacts and a scientific resource, but also an alternative educational center, an experimental cultural site, a design office, a basis for inclusion, etc. But all innovations very quickly cease to be really innovational. The search for

development ways, the “vector” of the museum’s activities should begin with the definition of its mission. Today it is a debatable issue in museology. Museums treat it differently. The approach can be formal, traditional, subjective or conversely, very general. Such an approach to determining the mission of a museum, which is a strategy for its development over the next few years, becomes effective. To formulate the actual mission of a museum, it is necessary to “turn on” the mechanism of professional reflection and self-reflection, which helps to honestly assess the chances of a museum for relevance and popularity, to analyze the situation from the inside. The article contains a review of the most striking illustrations of various approaches to understanding and determining the mission of a museum. A successful example of professional self-reflection in determining the museum’s mission in the article is the museum “Literary Life of the Urals of the 19th Century” in Ekaterinburg. The result of the effective definition of its mission as a form of professional self-reflection was a new direction in all museum activity. We can talk about a significant breakthrough as a result of the expansion of age, kind, geographical, thematic borders.

Keywords: museology, the museum’s mission, socio-cultural dynamics, museum innovations, self-reflection

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M. Shub

Relevance in the Mirror of the Past: The Main Substantive Features of the Modern Image of the Past

Abstract. The article is devoted to the analysis of ideas about the past that have developed in the space of modern culture, understanding of the specifics of their origin, development, as well as the identification of typical and specific features. A generalizing and relatively conditional term that most characterizes the current image of the past may be the term “randomness”, indicating the random, often spontaneous nature of its formation and meaningful content.

The image of the past during the XX – beginning of the XXI century was formed within the framework of three cultural paradigms, adopting the ideological attitudes of each: modernism, postmodernism, post-postmodernism. However, the logic of the article does not unfold around the description of three different, but possessing continuity, images of the past, but around the identification of historically stable and temporally universal features of the image of the past, which embodies modern culture as a whole. These features included: 1) “death of the past” (atrophy of tradition as an instrument of intergenerational transmission of social experience); 2) temporal gap (violation of the continuity between the past, present and future); 3) radical presentism (paradigm domination of the present over the past); 4) temporal acceleration (acceleration of the “growth” of the present, updating of all processes taking place in it and acceleration of the “withering away” of the past); 5) virtualization of the past (relocation of the past in all forms of its existence into the virtual space of the Internet); 6) trauma to the past (understanding the past as painfully experienced, through the prism of categories of trauma, national upheaval, catastrophe); 7) retro mania (permeation with interest in the past of the space of mass culture and everyday life).

Keywords: culture, modern culture, the past, the image of the past, ideas about the past

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Paul Ricoeur's Hermeneutics of Culture as a Fundamental Ontology Extension

Abstract. The main purpose of this article is to point out the grounds for mechanism of ontological tradition of cultural environment with the help of hermeneutics tooling. It can be realized by means of the following task solution: to follow the meeting points, coincidence, differences and interrelation in the concepts of E. Husserl, M. Heidegger, P. Ricoeur. Subject of research is correlation of phenomenology, philosophical hermeneutics ideas from the viewpoint of succession and differentiation in culturological aspect. Ontological tradition of culture space transfer mechanism should be disclosed through the identity and difference problem both as a philosophical problem and cultural self-determination principle. The problem of identity and difference is acting as a principle of philosophical tradition of culture formation. Ontological tradition of culture space approval mechanism is possible for consideration only when some concepts identity with the previous one causes an abyss of difference between them and on the contrary when objective negation of identity can witness its principle presence. What is more, the principle of difference through the freedom of creative thinking comes again to the principle of identity which in its turn is disclosed in the synthesis. Modern economic viewpoint on the culture space rooted in psycho-analysis views is developing its concept of inclination within the theory of culture boundaries, going on in the economy of possession and finishing with political power and personal dignity, defining their different content in P. Ricoeur's interpretation.

Keywords: hermeneutics of culture, phenomenology of culture, interpretation, ontological tradition of culture space transfer mechanism

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V. Riabkov

Maslenitsa in Cultural Science Historiography and Social-Cultural Activity History

Abstract. The article contains historiographical analysis of Maslenitsa folk holiday. The author stresses that at present historiography of social-cultural activity as a branch of the pedagogical science has become an independent section of research along with history and theory of social-cultural activity. Studies of forms of festive and entertaining culture in history of social-cultural activity is one of the directions in cultural science and social-cultural activity historiography. In his studies the author has used different sources (monographs, articles, theses) opening the content and arrangement of Maslenitsa in different periods of history. The author divides all works devoted to this folk holiday into three periods: the first one – studies of the XIX century, the second one – works of the XX century and the third one – theses, monographs and articles of the XXI century. The article describes every day of Maslenitsa and leisure forms of its organization.

Keywords: Maslenitsa, cultural science, historiography, social-cultural activity, meeting, start of merriment, gourmet, lavish Thursday, mother-in-law parties, daughter-in-law parties, Shrove Tuesday, holiday, festive and entertaining culture, leisure activities

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**Axiosphere of the Russian world:
cultural diversity of approaches and concepts**

Abstract. The article considers the interpretation of the Russian world, its transformations and understanding in different historical and cultural periods. The emphasis is made on political and socio-cultural reflection of new scenarios for the development of the Russian world and Russia. The author stresses that among the existing interpretations, the secular and ecclesiastical (the Russian Orthodox Church – the ROC and other clerics) interpretations of the Russian world are not always distinguished, as well as the concept of all Russian civilizational space by the Romanovs Russian Imperial house. Analyzing the Russian world as a civilization, territorial-geographical, socio-cultural space, unique ethno-cultural community, the community of Nations and peoples, united by the language of communication, Russian (Russia's) culture, united around an Orthodox parish, as well as a unique supra-ethnic and supra-confessional civilization, etc., the author of the article pays special attention to the Russian world as a concept.

The author starts the Russian world time dimension from the ninth century, explaining that the cyclical nature of history has contributed to the emergence of modern versions of the Russian world for each epoch. Only in the 500 years of the Russian state history, experts have identified four periods of collapse of power – during the Tatar-Mongol invasion, during the time of Troubles, in 1917 and 1991. Each of these historical periods is characterized by new constructions of the Russian world. The Russian state political level of study is studied in detail according to V. A. Nikonov, the beginning of its development is connected with the appearance of the Russian World Foundation, which stimulates the launch of updated approaches, such as geopolitical, geo-economic and geo-cultural.

The paper presents such important aspects of axiosphere of the Russian world as the perception of the Russian Federation abroad, strengthening the global status of the Russian state that has historically secured the brand of world culture.

The author gives his own classification of approaches to the Russian world understanding in which along with the conceptual and political interpretation we speak about transnational, cultural-philosophical, cultural-normative, ethno- and multi-confessional, linguistic and cultural ones, allowing for a more complete and versatile disclosure of the potential of the Russian world and the vector of its development.

Keywords: Russian world, the Russian idea, axiosphere

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S. Kryukov

Stress Cases in the System of Sociocultural Diagnostics

Abstract. The article proposes sociocultural approach to studying the problem of stress and stress cases which allows considering them in the context of upon individual conceptualization level. The author considers stress cases as a universal sociocultural criterion which makes it possible to diagnose the condition of sociocultural systems, to arrange their typology. Great variety of traditional (classic) cultural typology is interpreted in the article from the view of stress problematics: 1) typologies taking into account stress development; 2) typologies considering the role of strategic selection and stress management tactics; 3) typologies reflecting prevalence of traditional and modern sources in stress-management strategies; 4) typologies built on informational stimuli determining strategies in stress management; 5) typologies of system stress adaptation to social changes.

The article studies 'stress cases' as a category which makes possible to diagnose various conditions of cultural systems as applied in strategies of stress management: Controlling Scenarios imply that the culture has immune against the stressor; Balancing

scenarios imply that after stressor's impact the culture becomes unstable in counteracting to one or several subcultures; Transforming scenarios imply that the culture has been influenced by the stressor and changed.

In conclusion the article says that the typology of stress cases allows considering the problem of social stress as a complex taking into account not only impact of traumatizing factors (stressors), but also tactics applied, strategies and resources of stress management, which determine the stable condition of sociocultural systems.

Keywords: sociocultural diagnostics, culture typology, stress, stress cases, stress management, strategies of stress management

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Mengting Tao

Life and Death Concepts Interpretation in the Chinese Philosophical and Cultural Context

Abstract. The article deals with the difference and similarity in understanding the concepts of life and death in Confucianism and Taoism, taking into account the peculiarities of the Chinese philosophical and cultural context. The author of the article compares Taoist and Confucian understanding of the concepts of life and death. The specificity of these approaches is shown, allowing their adherents to get rid of the fear of death. In conclusion the article presents examples of the implementation of Confucian and Taoist concepts of life and death in the culture of China, their influence on understanding and experiencing the ideas of life and death by the modern Chinese.

A comparative analysis of the concepts of life and death in Confucianism and Taoism reveals the unanimity of their interpretation of death as inevitability a person should not be afraid of. Meanwhile, Confucianism emphasizes the social aspects of life that make death being a continuation only (“accomplishment of feats”, “foundation of doctrine”, “glorification of moral qualities”). Taoism draws attention to the faith of man in immortality and the desire for longevity while recognizing the naturalness of the processes of life and death.

The difference between the ideas of the two teachings of Confucianism and Taoism is that the idea of Confucianism – the doctrinal entry into the world (society), in relation to life and death emphasizes that there is something valuable that exceeds death (meaning of life), for example, Confucianism considers that there are three ways to be immortal – “accomplishment of feats”, “foundation of doctrine” and “glorification of moral qualities”. And the idea of Taoism is a doctrinal way out of the world, it mainly pays attention to the belief in immortality and the desire for longevity, while maintaining a natural attitude towards life and death.

According to Lao Tzu, people should not be happy and sad about birth and death, respectively. All correspond to nature.

Keywords: life, death, the concepts of life and death, the concepts of life and death in Confucianism, the concepts of life and death in Taoism, culture of China

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**TO THE MATTER OF PERSONAL INITIATIVES:
THE EXPERIENCE OF POST GRADUATE STUDENT'S
PARTICIPATION IN SCIENTIFIC CONTESTS**

Abstract. One of the most up-to-date issues in modern science is participating in international contests, as it broadens our mind and gives us bright perspectives to find new ways in the research area and establish strong links between scientists from different countries and universities. It adds to promotion global science in our community, improves personal skills of young researchers. I'd like to mention that the initiative is widely supported by the community and the head of our Institute. Roughly grants fall into two categories: the ones that bring you funding for some certain scientific and practical researches, and the ones which offer a chance to have some practice abroad and gain precious experience from senior colleagues. As far as our thesis is about moral and spiritual values in young volunteers' media, I chose a travelling grant for participation, to conform with conditions participants had to implement obtained knowledge in educative media in Chile as volunteers. The grant gave me an opportunity to introduce fresh and original material into our thesis. A volunteer team from all over the world included over 100 persons, teachers of English. As I spent over half a year in young volunteers' media (participants aged 25–35), I was able to see personally and practically how moral and spiritual values are implemented by example of international multilingual team. We managed to determine both universal values, which do not depend on nationality, sex, level of mastering the language, and specific, which cover not so much spirituality as culture. Concerning participation in international conference CyberCon in India, the trip added original geography, gave a chance to make internal speech in front of international scientific community which increases rating of the thesis, adds to self-assurance and attracts attention to the topic.

Keywords: post-graduate school, contest, cultural initiatives, grants

For citing: Poroshina T. 2020. To the Matter of Personal Initiatives: the Experience of Post Graduate Student's Participation in Scientific Contests. *Culture and Arts Herald*. No 1 (61): 99–101.

**I. Matveeva
Z. Russak
L. Sokolskaya**

**Intangible assets of libraries as an actual scientific and practical problem:
based on the results of the Second socio-economic library readings**

Abstract. On November 20–21, 2019, “The Second All-Russian Socio-Economic Readings” were held at the State Library of Ugra, within the framework of which an interdisciplinary approach was implemented, which made it possible to multi-dimensionally consider the geopolitical, social, cultural context of the development of a modern library. At the readings, a group of professors from the Chelyabinsk State Institute of Culture initiated a roundtable discussion on “Intangible assets as a resource for building the library's reputation”. The report made by L.V. Sokolskaya substantiates the business reputation of the library as its strategic advantage, gives a general assessment of the state of scientific and practice-oriented professional interest in the problem of the reputation of the library, describes the reasons for the actualization of attention to it as part of the increasing importance of intangible library assets. I. Yu. Matveeva, in her speech, has examined the concept and signs of intellectual organization, formulated ways of forming a library as an intellectual organization (the predominance of not physical but mental work; realizing the library pace of development and its subsystems at a level no less than an industrial one; self-identity (own person); professional immunity (suppression of foreign elements that threaten safety and interfere with innovative development); homeostasis (self-regulation) by

maintaining equilibrium within inner environment, etc.). The report of Z. V. Russak contained the analysis of the results of a sociological survey regarding the satisfaction of librarians with wages. In her report she shows the stereotype of a “poor librarian” which to a large extent remained only at the level of public consciousness: reality does not correspond to it. This situation needs comprehension in order to develop new “rules” for career guidance of a library specialty, of activities to promote the library and advertise the work of librarians, and to organize the hiring of librarians.

Keywords: The Second Socio-Economic Library Readings, The Ugra State Library, the library, the business reputation of the library, intangible assets of the library, the library as an intellectual organization, the future of the library, the pay of the librarian, the material needs of the librarian

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A. Mordasov

The IX-th Lazarev Readings
“Images of Traditional Culture in Modern Cultural Environment:
Memory of Culture and Culture of Memory”
International Conference (February 26 – March 2, 2020)

Abstract. The Lazarev Readings commemorating famous Ural scientist- researcher, philologist, folklorist Aleksander Ivanovich Lazarev (1928–2001) topically appealing to multifaceted traditional culture were held in Chelyabinsk for the IX-th time (frequency once in two years, the first Conference was held on November 21–23, 2001). The main venues of the conference included high-schools-organizers: The Chelyabinsk State Institute of Culture, the South-Ural State Humanitarian Pedagogical University. Geography of the participants is constantly growing. Today among the guests of the conference were not only the leading scientists of Ural and Siberia but also representatives of the scientific community from other states including folklorists, literary critics, linguists and culturologists, workers of culture and art. Central directions of the conference included antiquity and traditions in modern society and theatrical forms of existence; language and culture: folklore traditions and literary activity.

Keywords: traditional culture, the Lazarev Readings, memory, cultural environment, antiquity, tradition

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