

**YU. Stoliarov**

**The Most “Bookish People” Folklore Identification  
Article I. Library-culture Small Forms**

**Abstract.** The article analyzes book motifs in the folklore of the Ashkenazim – the largest ethnic group of Jews. The source of the research is the collection of “Jewish folk tales, legends, bylichki, stories, anecdotes collected by E. S. Reise” (2013). The relevance of this consideration is determined by the fact that the Jewish ethnic group traditionally has the reputation of “the most bookish people”, but so far no one has taken to specify this statement and support it with statistical data. The author of the article shows that the theme of literacy, reading, numeracy, learning, writing and the book itself literally permeates the entire folklore of the Ashkenazim. The article also considers various manifestations of biblioculture such as the use of non-written signs in folklore that carry vital information; works of small forms of writing: inscriptions, records, lists, letters, official documents, marriage certificates, debt receipts, memorial prayers, and many others. Since literacy and scholarship are extremely prestigious in Jewish society, it becomes clear why the main characters of most fairy tales are rabbis, melameds, yeshivotniki and other people of the book. The widespread existence of various types of documents in Jewish society is a clear indication that the literate population used them freely and on a daily basis, and that they cultivated a high biblioculture in the communities.

**Keywords:** the origins of literary culture, Jewish folklore, the Ashkenazi, the Torah, the Talmud

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**E. Poltavskaya**

**Some essays about a scientific library  
Article 3. The Degree of Access to Scientific Information  
as an Indicator of a Scientific Library Quality**

**Abstract.** In the third article of the cycle, which is devoted to the study of the quality of scientific libraries, the author considers the possibility of expressing their features numerically. Quantitative characteristics of scientific libraries are created using measurement and evaluation procedures. The numerical expressions of individual features (corresponding to particular criteria, or subcriteria by which the library is examined) make it possible to determine the degree of its compliance with the standards that are accepted for scientific libraries – an indicator degree of access to scientific information. The degree of access to scientific information characterizes the quality of the scientific library and is its main indicator from the point of view of the user. The degree of access to scientific information is an integrative result of four particular indicators (the degree of provision of one’s own and remotely accessible fund with scientific literature, the degree of development of the material and technical resources, the competencies of librarians and the level of service to user requirements), but it does not add up to their totality. The author suggests using ranking lists, when we compare several libraries according to many criteria. In order to reasonably include the word “scientific” in the name of a specific library, sometimes it can be examined according to one of the main foreground criteria. The author suggests considering the provision of the fund of scientific literature as the main sub-criterion when comparing special libraries (which serve individual specific sciences and branches of knowledge). It is necessary to investigate other sub-criterion for universal

scientific libraries – the quality of users-scientists service. The next article will be devoted to qualimetric techniques that are acceptable to use in a scientific library to determine its quality.

**Keywords:** scientific library; criterion of the “scientific library”; sub-criterion; the degree of access of users to scientific information; significative; scientific literature fund security; users-scientists service quality; library science

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**E. Pleshkevich**

### **On the Methodology of Modeling the Directions of Librarianship Development as a Forecasting Tool**

**Abstract.** The modeling methodology is considered as a tool for predicting the recovery of the domestic librarianship from the crisis. The article describes the two directions of library development that have been developed at present and the corresponding scenarios. Representatives of the first, traditional direction, academic scientists of the Soviet library school as a rule, propose, following the traditions and nature of librarianship, to develop the library Institute as a tool for “educating” the nation by managing reading within a specially organized library stock. Representatives of the second direction, as a rule, are young scientists and practitioners of library science. They believe that with the transition to new information technologies, the need for libraries as sources of information has significantly decreased and the demand for traditional libraries is constantly decreasing. They propose to develop domestic librarianship on the Western model, based on the concept of “the third place”, transforming libraries into a territory for communication, intellectual leisure and development. The internal logic of implementation of both scenarios is considered. It is shown that it is preferable to implement the traditional direction, in which libraries can actively participate in solving the tasks set by the President of the Russian Federation and the Government, while in the second scenario, libraries will enter into competition with cultural and leisure institutions, which they will most likely lose. Recommendations are made for the development of librarianship.

**Keywords:** library, librarianship, crisis of domestic librarianship, modeling of library development

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**A. Flier**

### **National Scientific Paradigms of Culture Theory Research**

**Abstract.** The article considers main national research paradigms and scholar schools devoted to the general analysis of culture theory. The author points out dominant definitions of culture, its meanings and functions; he gives explanatory models of culture properties of these institutions and describes general importance of research paradigms and scholar schools in the processes of culture cognition. The author has revealed six research paradigms (among them one by Kagan – Markarian which defines culture as a product of men’s activity; one by Orlova – Flier which defines culture as a stereotype of man’s behavior and consciousness; one by Ikonnikova which accentuates on the history of culture science and cultural scientists biographies; by Bykhovskaia considering variants of applied usage of fundamental theory of culture; by Kondakov paying attention mostly to the

impact of national history events on culture; and by Pelipenko defining culture as a cognitive system) and seven scholar schools detailing the above mentioned paradigms. Besides this the author also mentions semiotic and informational paradigms which are closely connected with the theory of culture but without any details though. He speaks separately of the philosophers' views on culture, which are left for the philosophers themselves. This survey proves the advanced character of national cultural science, in the field of general culture theory in particular.

**Keywords:** culture, research paradigms, scholar schools, culture theory, cultural product, activity, tradition, social behavior, conflict, self-determination, history of culture science, history of peoples, denotation genesis

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**S. Sokovikov  
V. Tsukerman**

### **The Compensatory Mechanism of Culture: Notes on the Margins of the Work by A. YA. Flier**

**Abstract.** The article substantiates the compensatory mechanism as one of the universal algorithms of cultural activity. The compensatory mechanism of culture is understood as the manifestation of socio-cultural activity in a situation of significant transformations of the cultural environment, aimed at reducing or removing the uncomfortable effects of innovations. This mechanism is inherent in culture at all stages of its civilizational development, manifests itself in all socio-cultural spheres and covers situations of various scales. Thus, the compensatory mechanism acts as a universal cultural phenomenon, especially significant during periods of cardinal socio-cultural transformations. An important aspect is not confrontational, but rather a compromise nature of this mechanism, which provides a deterrent effect in situations of conflict between innovations and customary cultural orders. In addition, the phenomena that arise during the operation of this mechanism also have a self-sufficient value, giving the cultural space greater content and diversity. The use of the concept of a compensatory mechanism allows for a more multifaceted analysis of the phenomena of the culture of the past, but this is especially important in the study of modern situations in the context of intense socio-cultural transformations. In this perspective, many acute modern collisions receive a more accurate interpretation, which makes it possible to take these aspects into account in the practices of regulating the socio-cultural space.

**Keywords:** mechanisms of culture, universality, modernization of culture, socio-cultural innovations, cultural dissonance, compensatory character, cultural analytics

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**N. Yarychev  
A. Cherednyakova**

### **Value-acmeological Basis of Image Culture in the Conditions of Digital Transformation of Communications**

**Abstract.** The active development of media communications, their transformation in the context of the general digitalization of most spheres of activity in the new global economic, geopolitical conditions, impose special requirements on the conduct of the professional and media life of a modern person. Involvement into the consumption of digital

content is associated not only with the need to maintain interaction with society, but also with some inevitable step-by-step work that requires presentation competencies when introducing an image of a person, brand, organization. This process is complicated by the fact that social contacts in an offline environment are, nevertheless, inevitable, therefore the preservation of identity and consistency of all information emanating from a person, brand, organization of information is an important requirement for preserving the integrity of the image of a person, company and their image. The culture of image management under the new conditions has also undergone changes. Today, it is no longer enough just to own image technologies, to use them competently to promote a personality, a brand, without burdening the image with unethical manipulative techniques, relying on the uniqueness of the personality and specially developed characteristics. It is important to master technologies: building a congruent media image, creating an adequate digital footprint, developing a positive environment in the format of new media, etc.

No less urgent is the preservation of the value paradigm of the existing image, based on culture, ethics of interaction based on personal self-improvement, self-control and development, image as an integral part of the general culture of a person, “as a universal way of human existence in a cultural space, with an organic fusion of all types of activity”. Since the leading type of human activity, to a greater extent, is associated with the implementation of his professional activity, then the formation of an individual's image is inseparable from its acmeological basis. In acmology, as a science, the fundamental is the mandatory self-improvement of a person, the gradual achievement of “acme” (from the Greek acme – the top, the highest degree) during his active social and professional life, associated with a dynamic system of self-attitudes from cognitive to behavioral. In imageology – the process of creating, forming an image is not possible without identifying and further demonstrating, developing and improving the unique, distinctive personality traits. The success of this process and the creation of a relevant image, image is due to the identification of personal value orientations, further development, improvement along the entire path of a person to comprehend his “make”. The transformation of the space for self-presentation and social interaction, which the medasphere has always been, obliges to rethink the valuable-acmeological foundations of the image culture, since in the conditions of new media the image becomes more dependent on the characteristics of a multifaceted audience, becomes even more human-centered, is formed taking into account the needs of the target audience, and the promotion process is based on a system of targeted tools (a marketing mechanism based on algorithms for finding a target audience according to certain criteria) and on the formation of an approved behavior model.

**Keywords:** image culture, new media, value-acmeological basis, personality, digitalization

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**D. Shilov**

### **From the History of Soviet Culture in the “Ottepel Period” (“Thaw Period”): Minister N. A. Mikhailov (a Biography Sketch)**

**Abstract.** The article is devoted to the life path of Nikolai Alexandrovich Mikhailov (1906–1982), who headed the Ministry of Culture of the USSR in 1955–1960. The figure of this statesman has not yet received any detailed coverage in the Russian scientific literature. It describes the main mile-stones of Mikhailov's biography and career, in particular, his activities as a Secretary of the Central Committee of the All-Union Lenin Young Communist League (Komsomol), his role in repressive campaigns against Soviet intelligentsia. The article deals with the peculiarities of his leading styles of Soviet culture in a critical period of its history, which was called the “ottepel” (“thaw period”). As a minister, he did not

determine the fundamental directions of the development of Soviet society at that time (this was the prerogative of the highest party bodies), but it was he who had to translate general instructions into practical measures, to be a link between the country's leadership and various spheres of rapidly developing domestic culture. For five years, for Soviet writers, cinematographers, theater, music, library workers, etc., it was N. A. Mikhailov who was the personification of state power, a symbol of its attitude to them and their problems. Mikhailov's lack of preparation for the post of Minister of culture, excessive enthusiasm for ideological and propaganda work, and critical statements by representatives of Soviet culture about the methods of his administration are highlighted. The article is based on published documents of state authorities, memoirs and diaries of literature, theater, and film figures.

**Keywords:** Nikolai Alexandrovich Mikhailov, Ministry of Culture of the USSR, history of Soviet culture

**For citing:** Shilov D. 2021. From the History of Soviet Culture in the "Ottepel Period" ("Thaw Period"): Minister N. A. Mikhailov (a Biography Sketch). *Culture and Arts Herald*. No 1 (65): 72–85.

**I. Mishchenko**

### **Military Culture: Concept and Approaches to the Content Definition**

**Abstract.** The appearance of the "military culture" term became a cultural turn in scientific military research. It is used in 6 possible variants: historical, military-strategic, normative-professional, subcultural, institutional, and broad. In this regard, the main purpose of this article is to identify the components of the "military culture" concept based on the analysis of various definitions and approaches to this term understanding. It was found that military culture in a broad sense is a part of the culture of a society associated with the perception, use and management / regulation of violence or instruments that involve the possibility of violence, and is made up of a part of general civil culture and army (institutional) culture. The presented scheme, demonstrating the components of military culture, is complete and has its own core and peripheral ties with society through military culture and army subculture, and describes quite fully what the military culture of the army as a socio-cultural institution is. The proposed institutional understanding of military culture, consisting of four components (military culture, military-strategic, professional and army) shows that society has its own norms, values, traditions, cultural phenomena associated with the conduct of hostilities, the existence of a person in a military conflict and etc. These norms and values, options for attitudes towards military conflicts, specific cultural phenomena, including those of a creative nature (for example, poems and songs about the war or the war years) also exist in a peaceful period. Military culture as a whole (not only its institutional version associated with the army) is part of the culture of society.

**Keywords:** war, conflict, military culture, professional military culture, army subculture, martial culture, pacifism, militarism

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**A. Mushalik-Khmel**

### **From the Stanislav Ligon Radio to "Ligonevo Radio". Preferable Programs on Regional Katowice Radio Station**

**Abstract.** Film, radio and television form a group of universal communication media, emerged in the 20th century as a result of scientific and technical civilization development, enabling the wide use of new discoveries and inventions. Their impact on changing the



culture of the modern world is undeniable, and much research attention has been paid to the analysis and interpretation of the importance they have had on individuals and different communities. In this article, I would like to focus on the specifics and ways of radio influence. Though studies in film, television and new media have already a rich tradition, radio has so far received a relatively small number of discussions. My comments on the specific nature of radio and the impact that radio broadcasts can have on listeners are derived from, on the one hand, my cultural studies background, on the other hand, over twenty years of journalistic practice and, finally, my current scientific and didactic interests. From the perspective of these experiences, I want to look at the special task and the specific obligations that arise from the status of public radio in Poland.

The evolution of broadcasting has resulted in appearance of two essential types of broadcasting organizations: the creation of state/public stations and commercial ones. Commercial broadcasts are beyond the scope of this article, as I will focus on my attempt to discuss the profile of selected public radio programs. The subject of my research, and at the same time the point of reference for formulating more general conclusions will be regional radio, namely Radio Katowice. The programme implemented there is focused on the execution of the tasks facing Polish public service broadcasting and, simultaneously, responds to specific local social needs, through the package of preferred programmes. I will try to answer the question of what are preferred programmes, what is their purpose and what function they perform in shaping the needs and aspirations of the listeners.

**Keywords:** regional radio, preferred radio broadcasts, public service radio mission

**For citing:** Mushalik-Khmel A. 2021. From the Stanislav Ligon Radio to “Ligonevo Radio”. Preferable Programs on Regional Katowice Radio Station. *Culture and Arts Herald*. No 1 (65): 96–104.

**N. Doldo**  
**V. Kozlov**  
**D. Romanenkova**

### **Work “Without Barriers”: on Socio-Cultural Employment Practices of Disabled People in the Industrial Region**

**Abstract.** The urgency and acuteness of the problems of forming a society with a developed inclusive culture requires drawing attention to its economic aspect, within the framework of which the employment prospects of citizens with various health restrictions are comprehended. The study of socio-cultural practices of employment and employment of disabled people is an important condition for the formation of a society of equal opportunities for the realization of each individual. The article presents the materials of a sociological survey of disabled people of working age in the industrial region – the Chelyabinsk region. In order to identify reserves for increasing the level of employment of persons with disabilities, specialists of the Resource Training and Methodological Center for Training Disabled People and Individuals with Disabilities and the Department of Social Work and Sociology of the Chelyabinsk State University conducted a sociological study in 2019, in which 1126 disabled people of working age were interviewed. The result of the empirical study was the analysis of various socio-cultural factors that affect the implementation of employment practices, motives, conditions of participation in labor activity of both the disabled people who actually work and those who potentially want to find a job, ways to implement the tasks of social policy aimed at increasing the number of employed people with various types of health disorders.

**Keywords:** socio-cultural employment practices, inclusive culture, disabled people, labor self-realization, socio-cultural adaptation, socio-cultural successfullness

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*M. Lebedeva*

### **The Role of Culture as a Soft Power of the State: “The Russian Seasons” International Festival**

**Abstract.** The article reveals the role of culture in the international politics of the Russian Federation. Special attention is paid to the state as an actor in the process of using culture as «a soft power». The mechanisms as well as the main institutions of «a soft power» in the country are considered in the work. Based on the results of a comparative analysis of The Foreign Policy Concept of the Russian Federation 2013 and 2016 the need to form a positive image of Russia based on the existing authority of science, sports and of course culture was identified. Studying «the Russian Seasons» festival as a socio-cultural phenomenon makes it possible to carry out historical and cultural analysis of Sergey Dyagilev’s activities in the field of public diplomacy and to reveal changes in the subject of cultural policy: from the initiator Sergey Dyagilev the state subsequently took over the role of an entrepreneur. The article also considers debatable issues related to the methodological essence of propaganda, sociocultural reflection in those countries on whose territory culture is used as an instrument of «soft power». The author of the article concludes that in the era of tough policy of Western countries Russia needs to use «soft power» and the use of «smart power» gives all chances for leadership struggle on the world stage.

**Keywords:** public diplomacy, international relations, intercultural relationships, «a soft power», «The Russian Seasons», Sergey Dyagilev, festival

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*T. Rakhmanov*

### **Intercultural Communication Strategies in a Modern Russian University: Problems and Prospects**

**Abstract.** The article is devoted to the problem of intercultural communication of Russian and foreign students in modern national universities. The essence of the problem lies in the fact that there are various strategies of intercultural communication – some contribute to the realization of the creative inclinations of students, others, on the contrary, hinder them. The purpose of the article is to represent the system of ideal types of intercultural communication strategies, which can serve as a tool for analyzing real communication processes in a modern Russian university.

Appealing to the methodology of «ideal typing» by M. Weber, the author builds an original ideal-typical triad: «monoculturalism – multiculturalism – dialogism» («generalization – separation – communication»); reveals that both monoculturalism and multiculturalism are not optimal and promising strategies for intercultural communication. As such, the author positions dialogism, within the framework of which the «middle culture» (N. A. Berdiaev), «the culture of mediation» (A. S. Akhiezer) are formed. The novelty of the research lies in the fact that monoculturalism, multiculturalism and dialogism are not presented separately, but as links of a single chain, where the logic of the transition from one ideal type to another is shown. To confirm the methodological validity of the ideal typological triad: «monoculturalism – multiculturalism – dialogism» the author accompanies his narrative with various illustrative material, including material obtained as a result of open inclusive observation. He has an opportunity to practice it, since by the nature of his activity he is associated with everyday accompaniment, adaptation and integration of foreign students in a Russian university.

In conclusion, it is argued that the super task of modern education is the upbringing of a dialogical person – a person who, on the one hand, is able to preserve and develop

“his own culture”, on the other hand, to understand “another culture” and find a common language with its representatives.

**Keywords:** ideal type, intercultural communication, strategies, education, monoculturalism, multiculturalism, monologue, polylogue, dialogue

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**E. Fomchenko**

### **Development of Tradition in Modern Folk Culture**

**Abstract.** The article deals with the problem of the development of folk tradition, where the modern phenomenon of culture and art – performance acts as an innovation, variability and a way of developing traditions. To study ceremonies and rituals, their choreographic component, options for adapting a folklore text to modern conditions, identifying ways of developing folk traditions in modern times using the example of the folklore and ethnographic ensemble “Rosstan” are the purpose of this research. The author relied on the works of such scientists as A. S. Akhiezer, K. V. Chistov, L. V. Demina, A. S. Timoshchuk, N. Y. Kosobutskaya and others. The following methods were used: generalization, comparison and also dialectical, historical and logical once. The main conclusions of the research are: the performative features in the creative activity of the folklore-ethnographic ensemble “Rosstan” are noted. The solving the issues of integrating traditional folk culture into the urban environment, cultivating national values in a multicultural space, ensuring the vector orientation of regional policy in the field of traditional culture are connected with the study of performance.

**Keywords:** folklore and ethnographic ensemble “Rosstan”, performance, folk dance, rite, ritual, tradition

**For citing:** Fomchenko E. 2021. Development of Tradition in Modern Folk Culture. *Culture and Arts Herald*. No 1 (65): 136–143.

**YU. Stoliarov**

### **Private Library Stock as a Visible Symbol of Modern Intelligentsia**

**(Books with Autographs and Dedicatory Inscriptions in the Private Library  
of V. YA. Rushanin. Chelyabinsk, 2020)**

**Abstract.** “Books with autographs and dedicatory inscriptions in the private library of V. YA. Rushanin” (compiled by V. YA. Rushanin, introductory article by A. V. Shtoler. Chelyabinsk: ChGIK, 2020. 239 p. : [16 p.] col. illustrations) can be reasonably treated as a peculiar chip of modern (on the boundary of two millennia) intelligentsia interests. In content of the books presented to V. Ya. Rushanin (a famous bibliophile, according to position Rector of) we may conclude by saying that his private library stock is a peculiar portrait of different layers of intelligentsia of our time with the main creative interests they are busy with.

**Keywords:** bibliophily, book culture, V. YA. Rushanin, the Chelyabinsk State Institute of Culture and Arts

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