

Social Informatics in Science and Education

Abstract. The article deals with the history of the formation, current state and prospects of the development of social informatics as an actual direction in science and education. The article considers the structure of the social informatics subject area. The author shows distinctive features of the Russian scientific school of Social Informatics and its priority in the formation of this direction. He also determines the perspective directions of research in the field of Social Informatics in the context of the formation of the Global Information Society. The article describes the interdisciplinary nature of many problems of social informatics, which stimulates the emergence of new scientific disciplines at the junctions of its subject area with other sciences: Economics, Sociology, Biology, Cultural studies and Anthropology. Some of them are already actively developing in Russia. The necessity of deep study of the problems of Social Informatics is argued not only in the course of scientific research, but also in the System of education and training of scientific personnel.

Keywords: Informatization of a society, Information resources of a society, Information society, Information security, Social Informatics

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YU. Stoliarov

Elements of Book Culture in the Fabulous Folklore of the Dzhuguri People

Abstract. The article is a continuation of the two previous articles, which reveal the features of the book culture of the Jewish ethnic group – “Folklore identification of the «book people». Article I. Small forms of biblioculture” and “Folklore identification of the «book people» themselves. Article II. The use of book images”, published in the previous issues of the *Culture and Arts Herald*, 2021. This article considers library stories of the Caucasus mountain Jews (of juhuri). Living from time immemorial between the mountain tribes of the Caucasus, the dzhuguri differ greatly from all their European tribesmen in their customs and traditions. The refraction of book plots is very peculiar in their folklore. It has experienced the strongest influence of Arab and Persian culture, but at the same time remained quite original. As in previous articles, the narration is given according to the same structural scheme: first comes the description of the manifestation of the topic of literacy and writing in small folklore forms. The author shows a wide variety of these forms, which clearly indicate the wide prevalence of the topic of reading and writing among the general population, and demonstrates the high prestige of biblioculture. Then the article reveals all variety of book plots in the sacred books themselves, which always accompanied dzhuguri, used for every occasion and were the highest authority in solving life problems of any degree of complexity.

The abundance of folklore material, the richness of plots required even in this case to divide the examined material into two parts, one of which is devoted to small, and the other to large book forms. It seems that the given material together with its analysis convincingly testifies that all branches of the Jewish ethnos are rightfully considered people of the book, representatives of high biblioculture.

Keywords: the origins of biblioculture, Jewish folklore, juhuri, the Torah, the Talmud

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Some Essays about a Scientific Library
Article 5. The Use of Bibliometry in Studying the Quality
of a Scientific and Research Library

Abstract. In the fifth (final) article, the author considers the possibility of using bibliometrics in studying the quality of scientific libraries. Bibliometric methods are used in Russian and foreign libraries when managing the library fund, its compilation, providing access to electronic documents (including remotely accessible ones), writing off, thematic informing users of scientific libraries, helping users in organizing information retrieval, information support of research and studies, etc. However, the use of bibliometrics practices does not lead to fundamental changes in the functions of modern libraries. Since assistance in finding information and even informational support of scientific research and studies are all the same actions to collect and provide information essentially, that is, actions to improve access to scientific information. Bibliometrics can be fruitfully used to determine the quality of a scientific library in combination with other methods and techniques (especially productive addition to qualimetry) – as a combination of quantitative and qualitative methods. The author draws conclusions the results of reflections about the scientific library: the specifics of the scientific library manifested in the availability of access to scientific information. We must apply a combination of quantitative and qualitative methods when we find out the quality of a scientific library by the main indicator (integrative in nature) – a degree of access to scientific information by scientists and researchers. The author believe that the inclusion of the word scientific in the name of the library should be the result of a special study that will take into account the degree of access to scientific information in this library. The results of quality studies of specific scientific libraries can be used in the formulation of approximate regulatory requirements for a scientific library and the development of state standards.

Keywords: scientific and research library, concept of «quality», bibliometrics, a degree of access of users to scientific information, library science

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A. V. Kumanova

Professor A. V. Mamontov:
The Phenomenon of Game- and Play-Principles
and the Philosophy of the Unity, Perceived
as a Set, Multilevel Multidimensional Information Space
and Secondary-Documental Information
(to the History and the Methodology of the Humanitarian Knowledge)

Abstract. The article contains a cognitological and psychological portrait of the mentality of the eminent scholar – bibliographer Alexander Vasilievich Mamontov (10.03.1930–07.01.1999). He was also a prominent historian, philosopher in the game theory and practice of Homo sapiens. This stimulating role of the scholar is a turning point for revealing the phenomenon of the game- and play- principles and the philosophy of the unity, perceived as a set – which are the cornerstone of perceiving the history and the methodology of humanitarian knowledge.

The main focus of the article is the personality of A.V. Mamontov – a serious scientist and merited man to whom many researchers and scientific practitioners in library and bibliographic activity in Russia and abroad – as well the author of this sketch – are obliged in professional and personal approach. This moral debt is obvious not only in the forming of the method of

creative rationalization and revealing the substance of the information realities in a system dialectic unity. A debt which in the hypostasis of the vital credo of every one of his followers is to stand up for civil position of conscious in the society.

The contribution of A.V. Mamontov is important especially in the metaphysical unity of all sides of his versatile creative activity. He combines integrated the scattered in the social intellect: bibliography and games (checkers and chess, in which the scientist had a master degree).

For the first time these fields (bibliography and games) were secondary documental focused in unity by the author of this sketch in 1990. As a consequence – in 2005 – to their unity the author added also the interest of A.V. Mamontov to the expression in the forms of refined speech.

In the existing trinity (bibliography – man's games – refined speech) the creative principles of the personality of A.V. Mamontov are examined by this treaty as a connecting thread of the developing of synergetic thinking of the universal humanitarian knowledge.

The study was perceived as a testimony of SOCRATIC break of the universal humanitarian knowledge from the middle of XX c.

The subject of the presentation is the information space as a scientific-practical encyclopedic heuristic model of the interactive modeling of the information reality. Improved by the inculturation deriving from the inner world of the researcher – the one that enlarges the ideal information space, from which recesses voluntary discharges are implemented in the real information environment – ideal, spiritual (of ideas) substance is in the focal point of the study.

The goal is – through emblemizing of the phenomenon of modeling of the information space with the concepts and deed of its protagonist – bibliographer, theoretician and practitioner of games of Homo sapiens, poet and publicist Prof. Alexandr Vasilievich Mamontov to reveal rationally scientific-practical instruments of the mystery of the ontology, methodology and gnosiology of translocation of the time – space continuum in the reality.

For the emblemization the author uses cultural metaphors representing maximum of the personality, incarnating in him more of the notion «us» (and not «I»): Apollo (a phenomenon of the *games* – univalent decisions) – Dionysus (a phenomenon of the *plays* – polyvalent decisions) (diversity and scope as a set), Orpheus (lyrics, spirit), Socrates (dialectics and dialogues), Goethe (universalism).

The methodology of empiricism, reduced to a deductive entity, is fragmented in reference-information expressions with the emphasis on: 1) art of lecture on the line Master – Student (Socratica) and 2) bibliographic and historiographic rhizomatic cartographic transmissions of ideas for the form (kind and type) of the bibliographic information (indexes and databases: XVIII–XXI c.), modeled by structures – reticule: documental, address, subject, type, functional, content, organizational) as a naturally originated and disseminated bibliographic morphologic trunk road of the universal humanitaristics – humanitarian knowledge (philosophical-scientific cluster «science – art – religion» with its intrinsic secondary-documental provision) – humanitarian bibliography by subject and humanitarian bibliography by approach.

Against the background of the information environment as a real fact, the information space is interpreted as an ideal reality, determined by the dimensions of our conscious in which the two of them (space and environment) are amalgamated through the interactions between peoples and times, however the interactions of the environment possess the phenomenological presence – they are the Heaven's door of the biblio-info-noosphere, through which literally enter into the reality (information environment) and materialized in it an ideal information space.

Keywords: Alexandr Vasilievich Mamontov, personality, mentality, cognitologic portrait, methodology of the synergy of philosophy, arts, literature, science, everyday life, revealing of the cluster of the humanitarian knowledge, information space: ontology, methodology and gnosiology (theory and practice): ideal (spiritual substance of beings – «res cogitans») – game- and play-phenomenology: ethics, scientific and humanistic reasons

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Cultural Policy in the Context of Diversity and Identity Contradictions

Abstract. The article contains complete comparative analysis of identity and diversity concepts based on the dictionary definitions (by key words) and representation of basic value and norm grounds of a society living arrangement. The authors describe dominant characteristics of each concept separately and point out conventional axiological locations of identity and diversity. The authors also state that identity is integrated with such cultural phenomena as stability, mono-culture, reproduction. And diversity on the contrary is characterized by dynamics, poly-stylistics and innovations. Key determinants of cultural policy depending on identity and diversity orientation have also been reflected in the article. The article concludes by saying about the discrepancy of cultural policy, directed at the formation of identity and such modern tendencies of social-cultural development as speeding up time and scientific-and-technical revolution. The authors of the article explain the use of solidarity notion as a basic concept of cultural policy directed at stimulation of diversity.

Keywords: identity, diversity, solidarity, cultural policy

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B. Smirnov

Domra Playing Art in Sociocultural Space (about New Dissertation)

Abstract. The article is devoted to the theoretical issues of folk-instrumental art, first of all, to the domra playing. The author reviews scientific researches in this field, paying much attention to certain number of theses of today and gives a thorough analysis of the last thesis studying regional issues of domra playing defended in the Urals.

The author stresses that researches carried out in the above mentioned field of musical science are quite new. And if the second half of the XX-th century was the time of establishing and formation, today the researches in this field have considerably widened. They consider such urgent issues as effectiveness of educational system, musical instruments quality, domra players' repertoire structure etc. Even such a brief review of these important issues by means of analysis of the corresponding thesis researches predetermines the urgency of the given article. The main aim of this article is first and foremost in scientific-information support of young musicians' (domra players) researches who have already started studying the depths of the profession they chose. Thesis researches on the domra playing art issues can be not often met in art criticism.

General part of the article is devoted to the analysis of doctoral dissertation "Domra playing art in Bashkortostan" (specialty 17.00.02 Musical Art) by I. V. Loginova, defended in 2020 in the dissertation board at the Magnitogorsk Conservatoire. The author pays much attention to the fact that the candidate for a degree is the prize-winner of several all-Russian and international folk instruments performers competitions. Such examples happened in the past too. The author concludes by saying that studying of folk string instruments problems have been started by specialists-practitioners.

The research under study is one of the first attempts of complex learning of the Russian musical instrument functioning system in socio-cultural and artistic environment of the Bashkortostan Republic. The history of domra development is observed on the grounds of a number of constant parameters such as tools, performing art, education and composers' creative activity. All this makes scientific results quite representative for the region under study. The author comes to the conclusion that domra playing art in Bashkortostan is a phenomenon of inter-cultural communication. It is based on the analysis of interaction (on different stages of history) of the Russian domra, the Bashkir dumbyra, the Kazakh dombra and the Italian mandolin. In the long run the material of research has allowed the candidate for a degree to set priorities of future development of domra playing art in Bashkortostan. The Candidate's

dissertation of I. V. Loginova is one the brightest research works of the recent times which is devoted to regional problems of folk-instrumental (domra) performing art.

Keywords: folk-instrumental performing art, domra, regional researches, practical researchers, tools, performing art, composer's creative activity, professionalization, academization, the Russian domra, the Bashkir dumbyra, the Kazakh dombra, the Italian mandolin

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A. Khasuev, N. Yarychev

Modern Subcultural Communities: to the Analysis of Gender Specific Features of Self-Presentation in Internet Space

Abstract. Changes of the world explain the ambition of people to be individual. More often they want to classify themselves as a certain group of people. Among them were goths, punks, emo, skinheads, bikers developed in the late 90s and early 2000s. At present new communities have appeared and not all of them have been thoroughly studied. In this article we tried to define a number of values when forming modern female subcultures. Mostly the authors talk about subcultures that have become widespread among adolescent girls actively existing in Internet space including vanilla girls, "vinishko chan, "phytonyashki" and others. They also stress the peculiar characteristics of modern stage in development of female subcultures. You can easily get all necessary information about them in Internet that was impossible to do in previous stages of alternative youth communities functioning. They conclude by saying that entry to subcultures helps young people to keep away from loneliness and to meet needs in intensive communication with their associates.

Keywords: youth, women, subculture, vinishko chan, vanilla, phytonyashki, philosophical analysis

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N. Kirillova, V. Lebedeva

Creative Potential of Stop-Motion Animation as a Screen Culture Phenomenon in Digital Age

Abstract. The subject of this study is a creative potential of stop-motion animation (puppet animation) as a phenomenon of screen culture in the age of digital technology. Animation, a unique part of audio-visual creative sphere, employs its own language, imagery and means of expression to represent reality – all of them different from the other forms of screen art. Contemporary artistic practice introduces new, computer-based instruments of animated filmmaking. These have also brought changes to stop-motion animation, which has not only disappeared from world screens in the age of globalization and digitalization but has received a new impetus instead. We witness an increased artistic and research interest in stop-motion techniques – a fact that makes our analysis both relevant and theoretically grounded. Theoretical and methodological foundation of our work is based on interdisciplinary approach that combines general theoretical methods of analysis, synthesis and generalization with comparative historical (cross-cultural), descriptive and systemic methods, thus allowing us to comprehensively explore stop-motion animation's creative potential within the context of humanities (cultural studies, film studies, theater studies etc).

The paper consists of three parts. In the first part, we analyze the specific characteristics and techniques of animation as a type of audio-visual art, based on different theoretical approaches and the principles and methods of animated filmmaking.

In the second part, we explore the history of stop-motion animation as a phenomenon of screen culture, provide comparative analysis of puppet animation and puppet theatre, identify characteristics of animated puppet as a carrier of visual and plastic imagery that utilizes stylized interpretation of reality.

In the third part, we focus on the stop-motion animation's potential for the age of digital technologies that introduce a new virtual space and a new type of animated character; here we also explore the examples from a number of countries occupying the leading positions in this type of audio-visual art.

Keywords: audio-visual art, animation, stop-motion (puppet) animation, computer technologies, digitalization of creative process, screen culture

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K. Zdanowicz-Cyganiak

Publicity in Confessional Culture – the Media Context

Abstract. The author attempts to define publicity in confessional culture, the main manifestation of which is the popularity and transmediality of confessional narratives, e.g. shared in lifestyle and social media, as well as the diversity of functions that media confessions fulfil (therapeutic, educational, self-promotional, etc.). The researcher is interested in the media context, which affects the modification of the genre, but above all, the intentions of the heroes (narrators) of the confessions that are distributed especially in virtual communities. The material analyzed by the author confirms that confessions both on television and in social media – regardless of their sometimes dramatic, intimate nature – are exposed in a manner characteristic of media spectacle. Confessional discourse is fully subordinated to the discourse of entertainment, and dramatic confessions can function as memes, digital postcards (e.g. the PostSecret project).

The popularity of confessional narratives and their competition within the media discourse creates a risk of confabulation, making confessions too attractive and, as a result, their instrumental use – for example, to gain publicity. Confessions are less and less connected with fundamental emotions: trust in the recipient (it is difficult to speak of trust in the case of anonymous online readers), but also the sender's sincerity – the content of the confession seems to be conditioned by its effectiveness.

Keywords: confessional culture, media, narrative, trust, privacy

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S. Vorontsova

The Problem of Image Saturation in Contemporary Painting

Abstract. The article attempts to overview the transformation of the artistic image in the 20th century painting with the phenomenological approach. How has the artistic image been changing since the early 20th century? The relevance of this question has to do with the lack of “visual literacy” as a basic cultural competence in the epoch of “visual dyslexia” (P. Virilio). It was hypothesized that the “saturation” of the artistic image has been changing in contemporary painting. To test this hypothesis, we need to 1) describe phenomenological “tools” introduced by M. Merleau-Ponty, J.-L. Marion, H. Maldiney and M. Henry; 2) apply these “tools” in order to demonstrate changes in the artistic image in twentieth-century painting, and 3) find out directions of its future development.

As a result, the following dialectics of the artistic image has been developed. It started from an increasing emphasis on the invisible in the visible (and its fundamental value in avant-garde and abstraction). Then, the image came through the negation (“nullification”) of the invisible in the visible in the anti-art of the mid-20th century. It means that the visible was either reduced to consciousness (as in minimalism), or reproduced in a predictable manner (as in pop-art). Finally, art turned again to the invisible (e. g. in stuckism, relational aesthetics). We have also outlined three directions of painting development.

To sum up, today artistic image as a phenomenon is being “saturated” by the invisible. The “production of presence” takes on a particular significance: a work of art requires new sensitivity and corporeality. Hence, a renewed emphasis on the non-reflected perceptual experience as an opportunity to “get in contact” with the “the flesh of the world” is witnessed, as well as a growing philosophical interest in phenomenology and the “art erotic” (S. Sontag).

Keywords: phenomenology of art, aesthetic turn, contemporary painting, saturated phenomenon, the visible and the invisible, Merleau-Ponty, Maldiney, Henry, Marion

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O. Shlykova

Digital Practices of Public Art: «Smart» City Communication Strategies

Abstract. The article is devoted to the dynamics of the development of digital public art in Russia, the features of the phenomenon that distinguish it from other new forms of modern art in its active interaction with urban space.

The author makes an attempt to shade the fact of the use of digital technologies in modern art from the actual digital practices of public art in their multidimensional essence and species diversity.

The focus of attention is on current trends in digital public art, top and experimental projects, the first digital public art festivals, broadcast cultural forms in a real urban space, media and hybrid environment. The paper notes that digital practices of public art are not only modern aesthetic concepts, but also give rise to popular products using audio-visual and sound-viewing platforms, tools, thereby expanding the range of potential opportunities and cultural needs of the city, as well as its residents.

On the one hand, the orientation to one’s own cultural code in public art projects is demonstrated. On the other hand, it is based on new values and forms, including light and color art, performance, participatory art practices that allow solving the problem of a shortage of cultural resources in the territory of new buildings, residential areas experiencing cultural gaps with an irrelevant environment.

Noting the complexity of understanding the current digital public art, the emphasis is placed on the search for effective mechanisms for harmonizing cultural content and technological «breakthroughs» in a smart city, which, despite the axiological risks of cultural mutation and human substitution with artificial intelligence, have the potential to positively influence the synthesis of art, scientific achievements and digital solutions in a modern city.

Keywords: digital art, digital public art, urban public space, digital installations, creative environment design, smart city communication strategies

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L. A. Nikolaeva

International Cooperation in Science of the Chelyabinsk State Institute of Culture and Arts

Abstract. International cooperation is considered as one of the priority areas of the Chelyabinsk State Institute of Culture and Arts. In general, educational, scientific and creative ties are maintained with 30 foreign universities. The results of the most effective partnership were joint scientific events, publication of collections of scientific papers and educational publications.

Keywords: Chelyabinsk State Institute of Culture and Arts, international cooperation, cultural exchange, publishing activities

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