

The Theme of the Book Is in the Fabulous Folklore of the Dzhuguri People

Abstract. In a previous article (Elements of Book Culture in the Fabulous Folklore of the Dzhuguri People. *Culture and Arts Herald. 2021. No 3 (67): 24–38*) demonstrated the widespread use of writing realities in a fabulous work of dzhuguri – the Caucasian branch of the Jewish sub-ethnic group. In the folklore of this people, there are very strong connections with the mentality of other mountain peoples of the Caucasus, including the part of the magic book itself. The connection with the key sacred books of the Jewish people in them is pushed aside, it is most often traced indirectly, although on closer examination it manifests itself quite noticeably. In general, the rich and colorful creativity of the Caucasian mountain Jews is an original, unlike anything else, layer of oral folk art. Despite the relative isolation, due to the high-altitude living conditions, the dzhuguri have kept in touch with their long history and book traditions. Ultimately, the presented material confirms the reputation of this branch of Jewish sub-ethnic groups as high bibliocentre part of the population of the globe. The book in the fairy tales of dzhuguri is a symbol of wisdom, unquestionable truth, prophetic knowledge, giving the greatest wisdom, able to help out of the most hopeless situation, bring the highest happiness.

According to the results of the series of articles, which traces the book-cultural mentality of the Jews, it can be assumed with a high degree of confidence that a similar exclusively respectful attitude towards the book, primarily and mainly the holy book of Judaism, to the written text that accompanies and guides the entire life of the Jewish community, takes place among other Jewish sub-ethnoses. The examined material convincingly shows that all branches of the Jewish ethnic group are rightfully considered people of the book, representatives of high biblioculture.

Keywords: the origins of biblioculture, Jewish folklore, Dzhuguri

For citing: Stolyarov YU. N. 2021. The Theme of the Book Is in the Fabulous Folklore of the Dzhuguri People. *Culture and Arts Herald. No 4 (68): 7–13.*

Nasrudi U. Yarychev

Memorial Culture in the Mirror of Humanities: Current Research Trends

Abstract. The article is devoted to the critical analysis of Russian, European and American experience of studying the phenomenon of memorial culture. The aim of the article is to integrate the results of this research experience into the domestic scientific memory discourse. All analyzed works have been divided into two thematic groups. 1) Works of general theoretical nature devoted to conceptualization of the concept of “memorial culture” – development of the concept, definition of essential, typological, structural, functional parameters (A. Assmann, A. Parr, T. Kulich, A. V. Svyatoslavsky). 2) Works focused on the disclosure of individual aspects of the memorial culture: its connection with capitalist relations and consumer culture (M. Allen); mechanisms of formation in the conditions of museum space (G. Bozoglu); the specifics of existence in the online environment (D. Refsland Christensen, S. Gotved, T. Walter), ways of materialization of mortal representations (H. Everett, A. Yudkina, A. Sokolova) the basis of legal regulation of memorial activity (E. V. Sazonnikova). The analysis allows us to conclude about the initial stage of theoretical, methodological and conceptual understanding of the phenomenon of memorial culture in both domestic (especially) and foreign memorial studies.

Keywords: memorial studies, memorial culture, cultural memory, past

For citing: Yarychev N. U. 2021. Memorial Culture in the Mirror of Humanities: Current Research Trends. *Culture and Arts Herald. No 4 (68): 15–21.*

Dispute on the Values of Russia and the West: Library-bibliographic Aspect

Abstract. The article describes disputes on the Russia's ways of development and creation of the state ideology. The reflection results of philosophers, political scientists and cultural scientists are considered by the author as the grounds for working out of library-bibliographic science and practice modern ideologem. To achieve this the author has presented the discussions review about the aims of national library-bibliographic activity: in the pre-revolutionary times and in the Soviet and modern periods of history. The author speaks out the ideas of the inevitability to adjust them due to the new state policy in the field of culture on the whole and in the libraries development in particular.

Keywords: state ideology, state policy, humanism, culture, traditional national values, library, library science, bibliography, bibliography science

For citing: Berestova T. F. 2021. Dispute on the Values of Russia and the West: Library-bibliographic Aspect. *Culture and Arts Herald*. No 4 (68): 22–37.

Krzysztof Łukasiewicz

A Few Remarks on the History of the Idea of Culture

Abstract. The starting point for considering the history of reflection on culture may be the statement that although culture has existed for centuries, the theoretical problem of culture is of recent origin. Its identification and conceptualization as well as its social and intellectual conditions are the subject of interest in the history of thought about culture. However, it should not be reduced to the history of culture, nor to the theory of culture. It has a close relationship with these areas of knowledge, but retains its relative independence and importance in the teaching process. A historian of reflection on culture is also its theoretician, and his interpretation of what has been written about culture is the study of culture itself. Methodological difficulties encountered by a researcher of the history of reflection on culture concern the relationship between presentism and contextualism, adaptive interpretation and historical interpretation. The need for separate research on this field was already mentioned in the interwar period, many valuable detailed works have been created. However, history of reflection on culture that would capture the more distant past and wider geographic horizons is the science yet to be born.

Keywords: history of thought about culture, history of culture, theory of culture, historicism

For citing: Łukasiewicz K. 2021. A Few Remarks on the History of the Idea of Culture. *Culture and Arts Herald*. No 4 (68): 38–45.

Ewa Kosowska

Henryk Sienkiewicz – Cultural Causes Behind Growth and Crisis of His Popularity¹

Abstract. Henryk Sienkiewicz belonged to the circle of most vastly read writers of the 19th and 20th centuries. He was popular not only in Poland, but also abroad; his historical and contemporary novels were published in large numbers and were translated into all European, as well as some non-European, languages. Received in 1905 Nobel Prize in Literature confirmed the artistic rank of his writings and caused the further growth of his popularity. He was valued especially in conservative circles for his approving attitude towards national traditions and values of European culture. This acclaim was not harmed by critical voices expressed by the advocates of civilizational progress, who accused him of backwardness and holding back the inevitable

changes in social life. This situation lasted practically until the last quarter of the 20th century.

Then, a quite radical turn took place, and Sienkiewicz began to lose popularity both in Poland and abroad. The author of this article seeks reasons behind this phenomenon in a series of cultural and civilizational changes that were taking place in Europe from the end of 18th century, and towards the end of 20th century became universal and irreversible. During his life, Sienkiewicz gained popularity by his reactions to the, at the time, most visible changes. His works, referring to the past while simultaneously familiarizing the new and controversial, were highly popular. This streak continued for several decades after the writer's death. But in hundred years after the publication of his first historical novels (Trylogia [The Trilogy]) the next generations of readers were slowly stopping to understand his message. Sienkiewicz started to lose his popularity since the moment when multicultural changes in European culture radically influenced the reality, and effects of those changes highly remoulded axiological system and preferences of the young generation.

Keywords: Henryk Sienkiewicz, crisis of popularity, cultural and civilizational changes

For citing: Kosowska E. 2021. Henryk Sienkiewicz – Cultural Causes Behind Growth and Crisis of His Popularity. *Culture and Arts Herald*. No 4 (68): 46–54.

Denis N. Shilov

P. N. Demichev – Minister of Culture of the USSR During the “Stagnation” Era (biographical sketch)

Abstract. The article is devoted to the life path of Petr Nilovich Demichev (1917–2010), who headed the Ministry of Culture of the USSR in 1974–1986. The figure of this statesman has not yet received any detailed coverage in the domestic scientific literature. The main milestones of Demichev's biography and career are described, in particular, his activities as secretary of the CPSU Central Committee on ideology, science and culture, relations with figures of the Soviet intelligentsia (V. S. Vysotskii, Iu. P. Lyubimov, M. M. Plisetskaia, A. I. Solzhenitsyn, A. T. Tvardovskii, etc.). The features of Demichev's leadership style of Soviet culture, the attitude towards him as the minister of culture from colleagues in the state apparatus and figures of the creative intelligentsia are considered. The article is based on published documents of state authorities, memoirs and diaries of figures of literature, theater, cinema.

Keywords: Petr Nilovich Demichev, Ministry of culture of the USSR, the Soviet culture history

For citing: Shilov D. N. 2021. P. N. Demichev – Minister of Culture of the USSR During the “Stagnation” Era (biographical sketch). *Culture and Arts Herald*. No 4 (68): 55–69.

Elena YU. Lekus

Monumental Propaganda as the Expression of the Social and Cultural Contradictions in the Soviet System of the 1920s

Abstract. Monumental sculpture has the highest sociocultural significance at key moments in history. For example, when there is a change in the paradigms of social development. Monumental sculpture performs certain functions, such as ideological, legitimizing, value-oriented ones etc., which determine its most important role in the formation of the Soviet system. The main contradictions in the social and cultural spheres of the first post-revolutionary decade are detected during the implementation of the plan of monumental propaganda in the 1920s. The author has in mind the following contradictions. 1) There is a contradiction between the radical transformation of the entire social system, its social institutions and the establishment of new

universally significant values that consolidate society and are expressed through artistic culture. 2) There is a contradiction between the public assessment of the artistic value of things and the low level of cultural and aesthetic experience of the population. 3) This is a conflict between the creative position of individual artists, who understand the different ways of expressing ideas and ideals of a new era, and the official version of power about the art of Soviet society. 4) There is a clash between ideological settings within the artistic community itself. 5) This is a contradiction between the idea of social equality and the cult of the leader.

The author analyzes the monumental propaganda in the context of the most complex processes taking place in the society and culture of the 1920s. This allows us to rethink the specifics and results of the epoch-making turn that forever changed the history of Russia and influenced world history.

The phenomenon of monumental propaganda has not been purposefully considered in the context of the sociocultural contradictions of the first revolutionary decade in other scientific works in recent years. This study fills this gap in part.

Keywords: art, monumental sculpture, Soviet culture, power, propaganda, revolution, contradictions, history, monument, Lenin, Lunacharskii

For citing: Lekus E. YU. 2021. Monumental Propaganda as the Expression of the Social and Cultural Contradictions in the Soviet System of the 1920s. *Culture and Arts Herald*. No 4 (68): 70–79.

Olga N. Zaikova

Ecology of Advertising from the Cultural Vision of the Problem Viewpoint

Abstract. The growth of communication platforms of the manufacturer and the consumer on the Internet actualizes the problem of the quality of the of advertising messages. Marketing messages must comply with legal, moral and ethical standards. The modern consumer does not trust advertising, which in general reduces the effectiveness of this marketing communication. He expects simple, clear and positive messages. The problem of loss of trust in the brand becomes acute, which means the loss of image and reputation. One of the ways to solve this problem can be the topic of creating an environmentally friendly advertising product in the socio-cultural sense. The criteria for assessing the verbal and visual part of the advertising message from the point of view of its environmental friendliness for the consumer and society require revision. The modern consumer should be able to critically evaluate the advertising text and understand the mechanisms of its production. The article introduces the concept of «advertising ecology». The article offers the author's interpretation of this term. The concept of «ecology of advertising» is proposed for consideration as a culturological concept that contributes to the understanding of ways to optimize the moral and ethical atmosphere in the advertising sphere. The article gives the author's interpretation of the concept of «ecology of advertising», defines the semantic field of the proposed research. The research is of a diagnostic nature in relation to the moral and ethical aspects of the sphere of advertising and marketing activities.

Keywords: ecology of advertising, ethics in advertising, legal regulation of advertising, violation of ethical norms in advertising, cancelling

For citing: Zaikova O. N. 2021. Ecology of Advertising from the Cultural Vision of the Problem Viewpoint. *Culture and Arts Herald*. No 4 (68): 80–89.

Mission of Humanitarian Education During Anthropological Crisis

Abstract. The article analyzes the dominant life strategies of student youth in the information society. Anthropological changes fully represent four strategies: life well-being, social prestige, professional success and personal self-realization. The leaders in the dynamics of expanding the social basis are the strategies of life well-being and social prestige, which testify to the large-scale falsification of the spiritual matrices of culture and the approval of the neo-pagan civilizational model. In the context of the modification of anthropological scenarios of modern youth, the problem of adjusting the priorities and the technological component of the educational process, taking into account the key characteristics of the post-non-classical stage of culture, becomes especially relevant. A resource for improving the content of humanitarian education is the demand for the human-creative potential of domestic humanitarian thought, which gives us a methodology for understanding the causes of spiritual crisis in the context of cardinal social changes, preserves the image of a spiritually rich and responsible person, opens up prospects for the reproduction of the moral – Moral appearance of a person as a creator and creation of culture.

Keywords: anthropological crisis, humanitarian education, information society, life strategies of youth

For citing: Verkhovykh I. A. 2021. Mission of Humanitarian Education During Anthropological Crisis. *Culture and Arts Herald*. No 4 (68): 90–96.

Vladimir V. Bychkov

Music for Russian Folk Instruments by V. IA. Semenenko: the Foundations of a Culturological Approach to Research

Abstract. The role of a person in the formation of the musical culture of the region is comprehended and presented. The author suggests culturological approach to identifying and analyzing the cultural codes of creativity of both the composer and teacher, V. IA. Semenenko. It demonstrates and investigates the social aspects of the components of culture, such as the social goal of the person's activity, social technologies and the social results of that activity. The first component is the social goal of the person's activity. It imposes an imprint on the culture-creating potential of the region. Social technologies translates an information space of the region. And a researcher has to ask the important question: how and why the social result of activity had formed in the last century, but in response to the demand in the culture of the XXI century. The article considers the cultural codes of genre and stylistic features of the music "Russian Suite" for a folk ensemble and "Overture" for the orchestra of Russian folk instruments by the composer V. IA. Semenenko. The characteristics of the image-emotional sphere of individual parts of the "Russian Suite" ("Round dance", "There is fog over the lake", "Tunes", "Dance") are given. The author notes the innovation of the instrumental and technical means in the named compositions in the musical culture of the region and the possibility of their culturological characterization using the tools of information and analytical analysis of cultural products.

Keywords: suite, overture, orchestra of folk instruments, V. IA. Semenenko, cultural space of the region, regional cultural policy, academisation, performance on Russian folk instruments

For citing: Bychkov V. V. 2021. Music for Russian Folk Instruments by V. IA. Semenenko: the Foundations of a Culturological Approach to Research. *Culture and Arts Herald*. No 4 (68): 97–102.

Chelyabinsk State Institute of Culture and Arts: Translation of Scientific Knowledge

Abstract. These two articles show that in the broadcast of scientific knowledge generated by the scientists of the institute, various channels are involved: research laboratories, scientific seminars, master classes, etc., and organizational structures that initiate and conduct research work and its approbation – scientific schools, scientific collaborations, ad-hoc research groups, mobile project research teams. It was emphasized that at this stage of the development of the institute, the primary activities in the organization of scientific activity are scientific conferences, competitions of scientific works used as channels for the transmission of scientific knowledge, and scientific schools formed at the institute – as organizational structures conducting scientific work that determine the policy of the educational process, reproduction of personnel from the institute and the intellectual potential of the region.

The work is based on the scientific conferences regularly held by the Chelyabinsk State Institute of Culture, “Scientific schools. Youth in Science and Culture of the XXIst Century”. Its innovative idea is highlighted – an annual presentation of a scientific school of the South Urals. In 2021, the positioning of the scientific school of the Institute “Human Philosophy in the Context of Culture” took place. The participation of the leading philosophers of Russia and followers of the scientific school in the conference is described, the range of issues and problems solved in the research strategies of the school is outlined, the topics of the reports are indicated, the publications prepared by the representatives of the scientific school specifically for its presentation are listed. Based on the material of other events of this scientific conference: sections of culturological, pedagogical, reader science schools, round tables, seminars, interdisciplinary ties of scientific associations of the institute, their mutual influence on each other’s research fields, opportunities in the implementation of traditions and innovations in the training of scientific personnel are demonstrated. It is emphasized that the organizational form of a scientific school is productive for the organization of scientific research at the institute, promising for its positioning in the region, for saturating its information space, and forming an image. It has been determined that the task of transferring scientific knowledge, research training of young researchers is a priority for the educational process of the institute, and this indicator is the second part of the title “Scientific schools. Youth in Science and Culture of the XXIst Century”.

Youth: students, undergraduates, postgraduates – leading scientists of the Chelyabinsk State Institute of Culture are actively involved in topical scientific research, both independent under the guidance of a scientist, and in those conducted by already established scientific groups. This approach – the active work of students together with scientists – makes it possible to be the first to test their scientific research at the highest level – in the All-Russian competition of young scientists in the field of arts and culture of the Ministry of Culture of the Russian Federation. It was noted that the institute successfully takes part in them every year. The tables show the results of this participation: places occupied by representatives of the institute, innovative research issues, a variety of nominations, publishing activity of students, scientific publications and events of the institute, which are platforms for testing students’ scientific ideas. It is concluded that active personalized work with the best students who are ready for scientific activity is a guarantor of the potential development of the institute, improving the quality of the educational process of training professional personnel for the region’s economy. The great potential of the institute in research work with students and specifically in the scientific-oriented training of personnel of the 21st century, who require a large share of independence in determining the strategies of these activities, self-management, self-positioning, and self-branding, has been determined. It is shown that the competencies formed in the process of scientific work provide the formation of the required hard and soft skills.

Keywords: scientific schools, Chelyabinsk State Institute of Culture and Arts, “Scientific schools. Youth in Science and Culture of the XXIst Century”, scientific school “Human Philosophy in the Context of Culture”, scientific work of students, All-Russian competition of young scientists in the field of arts and culture of the Ministry of Culture of the Russian Federation

For citing: Gushul IU. 2021. Chelyabinsk State Institute of Culture and Arts: Translation of Scientific Knowledge. *Culture and Arts Herald*. No 4 (68): 111–121.