

# CULTURE AND ARTS HERALD

## 2023. NO 2 (74)

*Yury N. Stolyarov*

### **The Koran, Muhammad, Biblical and Other Sacred Characters in the Tales of the One Thousand and One Nights**

**Abstract.** The final article of the series of publications about the tales of the Thousand and One Nights tells about the disclosure in them of the image of the main book for Muslims – the Koran, as well as about sacred characters – Allah, Muhammad, and other personalities revered in Islam. Quotes from the Koran “1001 nights” abound, it is full of plots and teachings taken from this Book; the characters on the Koran take oaths, conclude contracts in his presence, with his direct or indirect mediation, a variety of fabulous events develop. Biblical plots and characters in their Arabic perception are widely represented in the tales of the Thousand and One Nights: Adam and the “sons of Adam”, Noah and his sons, Moses, Israel, Matthew, Enoch, Hagar, Joseph the Beautiful and his father Jacob, Lot, Patriarch Abraham and his wife Sarah, Solomon and his father David, the Queen of Sheba, the prophet Elisha, John the Baptist, Moses, the Virgin Mary, Jesus Christ, the prophet Daniel, the archangel Gabriel and many others. Among the sacred books are those recognized by Jews and Christians, the attitude towards them is mainly positive. The authors make a conclusion about the extremely wide prevalence of writing in the Arab Caliphate, about the Arabs and Persians as people of the highest book culture. Statistical calculation allows us to conclude that the topic of writing, bookishness occupies the largest share in the considered work among the fairy-tale folklore of the peoples of the world, amounting to 96 % of the total volume of fairy-tale material.

**Keywords:** the origins of biblioculture, One Thousand and One Nights, the theme of the book in fairy folklore, the Koran, Muhammad, biblical sacred characters

**For citing:** Stolyarov YU. N. 2023. The Koran, Muhammad, Biblical and Other Sacred Characters in the Tales of the One Thousand and One Nights. *Culture and Arts Herald*. No 2 (74): 7–20.

*Sergey N. Lyutov*

### **Book Culture and Culture of Memory: Book-Keeping Researches in Modern Memory Problems Discourse**

**Abstract.** The article presents the results of studying the prerequisites for new interdisciplinary studies of book culture in the context of current problems of memory culture and memory policy. The concepts emerging within contemporary memorial studies offer new approaches and ways of making sense of the past, taking into account the specifics of contemporary socio-cultural practices, but the potential of books and book culture in the preservation and expansion of memory remains clearly underestimated. The purpose of this article is to analyze the inclusion of book studies into the interdisciplinary discourse on the problems related to the ideas on memorial culture and the politics of memory, which are actualized at the present stage, as well as to approve the working definition of “culture of memory” as a possible reference point in achieving methodological synthesis of the results of different aspects of memory research obtained in private disciplinary researches. A number of the positions presented in the article were approved in the reports at the scientific conferences: “Fedorovsky readings – 2022” (Moscow, May 24, 2022), XV Belarusian-Russian scientific seminar-conference “Modern problems of book culture: main trends and prospects” (Moscow, November 22–23, 2022), “Science, technology and information in libraries

(LIBWAY – 2023)” (Novosibirsk, March 20–22, 2023).

**Keywords:** memory, book, culture of memory, book culture, historical memory, cultural memory, social memory, memorial studies, politics of memory, interdisciplinary synthesis

**For citing:** Lyutov S. N. 2023. Book Culture and Culture of Memory: Book-Keeping Researches in Modern Memory Problems Discourse. *Culture and Arts Herald*. No 2 (74): 21–30.

**Nasrudi U. Yarychev**

## Memorial Culture as a Current Research Trend

**Abstract.** The article discusses the reasons for the relevance of the research interest in the issues of memorial culture, largely due to the contradictions of modern memory studies. These include the clash of “localists” and “globalists”, who propose to consider memorial problems from narrow, regional or broad, international perspectives; “negativists” and “positivists”, who address dramatic and spiritually elevating events of the past. The scholarly treatment of memorial culture in many respects reconciles these research “camps”, as it equally satisfies a wide variety of thematic interests. In many respects this is what determines the intensification of research attention to the problems of memorial culture, as well as a number of advantages that memorial culture has (both as a concept and as a phenomenon) in comparison with other memorial phenomena (for example, in comparison with cultural memory or historical representations): 1) memorial culture has a systemic character, that is, it is a complex of practices of commemoration, both formal and non-regulated, spontaneous; 2) memorial culture covers different social phenomena, allowing to address both local and global issues; 3) memorial culture is a concrete, operationalizable and measurable concept, therefore it is the most productive methodological tool; 4) memorial culture is closely connected with identity, and therefore the study of the memorial identity of a group can be considered a powerful resource for the formation and improvement of its identity attitudes.

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

**For citing:** Yarychev N. U. 2023. Memorial Culture as a Current Research Trend. *Culture and Arts Herald*. No 2 (74): 33–40.

**S. S. Sokovikov**

## “Culture Theme” and “Cultural Projections” as Research Concepts

**Abstract.** The article presents the problem of development of the concept sphere of cultural studies from the standpoint of understanding concepts that reflect the actual aspects of the content and dynamics of culture. Based on the analysis of various approaches to ideas about the ontological properties of the concept, the author defines the concept of “cultural concept”. In this view the author considers the concepts of “the theme of culture” and “cultural projections”. The article also substantiates the author’s understanding of the content of these concepts. The theme of culture acts as a reflection on significant, but problematic or insufficiently defined cultural phenomena (objects, processes, situations), expressed in a motive-figurative form. Cultural projections embody the processes and results of the translation of cultural meanings and values of phenomena that have arisen in some points of the cultural space into semiotically sensitive fields of other loci of culture. The article shows the themes of culture and cultural projections as interacting concept that reflect the content, procedural and semantic aspects of cultural phenomena. In this sense, a more accurate understanding of the research potential of these concepts contributes to their operationalization in the cultural study of the states of the modern cultural space.

**Keywords:** cultural studies, concept sphere, cultural concept, theme of culture, cultural projections, interconnection of concepts

**For citing:** Sokovikov S. 2023. “Culture Theme” and “Cultural Projections” as Research Concepts. *Culture and Arts Herald*. No 2 (74): 41–51.

**Metania of Anatoly Vaneev.  
The Cultural and Theoretical Reconstruction  
of the Life and Spiritual Path  
of the Follower of Lev Karsavin**

**The wheir**

**Abstract.** The article contains the scientific essay consisting of three parts about the life path and cultural self-determination of Anatoly Anatolyevich Vaneev, in the conditions of state Soviet atheism. Influenced by a meeting with one of the largest Russian religious thinkers, Vaneev rethought his personal materialism and discovered the ability of independent theoretical thought. Vaneev's original ideas about the relationship between religious and secular spheres of culture open up new perspectives of Russian cultural studies.

**Keywords:** Karsavin, Vaneev, atheism, religious consciousness, secular culture, Russian religious philosophy, biography reconstruction

**For citing:** Sharonov V. I. Change of mind of Anatoly Vaneev. The cultural and theoretical reconstruction of the life and spiritual path of the follower of Lev Karsavin. *Culture and Arts Herald*. № 2 (74): 52–64.

*Vladimir A. Ermolaev*

**Cultural Strategies in the Field of Nutrition**

**Abstract.** The author of the article gives his own concept of a culturological strategy in the field of nutrition, which he understands as a line of long-term eating behavior based on a number of factors (or nutrition practices) presented in a certain stratum of society in one or another totality, and aimed at the formation of any quality or condition of a person. The author identifies three main nutrition practices – ascetic, disciplinary and self-limiting – on the basis of which lines of long-term behavior in nutrition can be formed. As the analysis showed, ascetic practices are the basis of a nutrition strategy related mainly to religion. Disciplinary practices form strategies indicated by the need to follow certain rules. Self-limiting practices cause long-term behavior aimed at refusing food, in one volume or another. Among the strategies in modern Russia, the use of eco-friendly (farm) food, self-cooking and others are distinguished. The author proposed to distinguish as strategies: 1) fast food, because, as it seems, a similar line of behavior in nutrition (eating fast food, “on the go”) it is also a part of the life of many representatives of society, and in different states; 2) gastronomic tourism – periodic tasting of national dishes and food products characteristic of different peoples can be considered as a line of behavior that forms cultural competence in the field of gastronomy. The highlighted strategies are formed on the basis of other practices. Thus, the author suggests considering abstract and cultural-cognitive gastronomic practices.

**Keywords:** gastronomic culture, gastronomic tourism, nutrition practices, religion, cultural strategy, line of eating behavior, abstract gastronomic practice, cultural and educational gastronomic practice

**For citing:** Ermolaev V. A. Cultural Strategies in the Field of Nutrition. *Culture and Arts Herald*. № 2 (74): 65–73.

### **Jazz Projections in Russian Cinema**

**Abstract.** The article considers the actual topic in the aspect of cultural problematic – projections of jazz musical art in Russian culture. The study analyzes the elements of productivity applicable to jazz art in the domestic cinema. The author shows the specific features of the semiotic environment that perceives jazz, influencing the assimilation of jazz and its spread in the domestic cultural space. The author demonstrates the influence of jazz in two segments of the target audience of its assimilation. The work examines films of world cinema, including jazz music, which are divided into two groups: a story about a musician and jazz as a commentator of events. As a result of the research, conclusions are drawn that jazz art projects into the domestic semiotic environment important ideas for Western culture: creative freedom, political protest, outrage and looseness. At the same time, jazz projections were assimilated in the context of the specific historical conditions of the domestic culture.

**Keywords:** jazz, jazz art, projectivity, projection, domestic culture, Western culture, semiotic environment, cinema

**For citing:** German O. G. 2023. Jazz Projections in Russian Cinema. *Culture and Arts Herald*. No 2 (74): 74–81.

*Angelina R. Zhivitsa*

### **“Zventa Sventana” Ethnocultural Project Management as a Socio-Cultural Technology for Preserving and Updating Folklore**

**Abstract.** The article analyzes the management of the ethnocultural project “Zventa Sventana”. The author tries to find the most effective solutions in the field of musical ethnocultural design, the purpose of which is to update and popularize the folklore tradition, that is why the study and analysis of successful projects in this style is of paramount importance. The author considers design technologies in the socio-cultural environment and their advantages, and gives the definition of the concept of “ethnocultural project” and its characteristic features. Neo-folklore project “Zventa Sventana” is studied from the point of view of the musical concept, artistic and organizational aspects, including effective technologies for its promotion.

**Keywords:** Socio-cultural design, ethnocultural project, musical management, promotion ethnocultural project, socio-cultural design technologies

**For citing:** Zhivitsa A. R. 2023. “Zventa Sventana” Ethnocultural Project Management as a Socio-Cultural Technology for Preserving and Updating Folklore. *Culture and Arts Herald*. No 2 (74): 82–87.

*Albina SH. Yuldashbaeva*

### **The Project of the Eurasian Folklore Festival in the Republic of Bashkortostan: a Model of International Folklore Festival as a Place of “Dialog of Cultures”**

**Abstract.** The article proposes the project of the Eurasian Folklore Festival in the Ufa as a model of international folklore festival. Such festivals are considered from the position of the philosophy of a dialog as a place of “a dialog of cultures”. The organization of exactly the Eurasian festival is justified by the geopolitical interests of Russian and the Eurasian integration’s tendency in post-Soviet space. The author proposes to dedicate the festival not only to folk arts, but also to the role of folklore in contemporary cultural life and different areas of culture and art: in humanity, education, dance, classical and contemporary music, theatre and cinema, museums and libraries, fine arts and crafts. In the festival’s program should be not only business and concert

programs, but also contest, craft and game parts. The author proposes to hold the Eurasian folklore festival in 2025 and to dedicate it to Eurasia people's epical heritage and Bashkirs national epos "Ural-batyr". In 2025 will celebrate 115-th anniversary of "Ural-batyr" epos scripting by Bashkirs righter and folklorist Mukhametsha Burangulov and 50th anniversary "Ural-batyr"'s release in Russian translation. Among the festival's topics should be research and popularization of Eurasia people's epical heritage, conservation and development of traditional storytelling art, research and popularization of the folklorists' heritage. The materials of this topic may be used for the elaboration of the Eurasian folklore festival's conception and the provision of its holding, also for the elaboration of projects of other international cultural festivals.

**Keywords:** festival, cultural festival, folklore festival, Eurasia, Eurasian integration

**For citing:** Yuldashbaeva A. SH. 2023. The Project of the Eurasian Folklore Festival in the Republic of Bashkortostan: a Model of International Folklore Festival as a Place of "Dialog of Cultures". *Culture and Arts Herald*. No 2 (74): 88–95.

**Nikita O. Kharakterov**

### **Reinterpretation of Medieval Imaginary as a Specific Case of Thinking Historical Reinterpretation**

**Abstract.** Historical reinterpretation of thinking consists of several aspects. One of those aspects is historical reinterpretation of imaginary. In the current article the author wants to analyze the phenomenon of imaginary, the possibilities of its reinterpretation using the example of medieval imaginary. The article analyzes the connection between reconstruction of material objects using the methods of experimental archeology and reinterpretation of imaginary as a phenomenon. The author of the article also analyzes the phenomenon of imaginary of estates, territories and heroes. On the examples of reinterpretation of imaginary of estates, the imaginary of knighthood reinterpretation of imaginary of territories, the author analyzes imaginary of forest and reinterpretation of imaginary of heroes of cycle of medieval novels about king Arthur and describes its relationship to the imaginary. The article also contains the analysis of the problem of interpretation of oral imaginary medieval tradition and its transformation into a written one. The author analyzes how medieval imaginary values in their reconstruction produces new humanitarian values in the modern world. In the end of the article the author names the festivals of historical reconstruction which use the medieval element such a Bilinafest and forecasts its future.

**Keywords:** historical reconstruction, imaginary, Middle-ages, thought

**For citing:** Kharakterov N. O. 2023. Reinterpretation of Medieval Imaginary as a Specific Case of Thinking Historical Reinterpretation. *Culture and Arts Herald*. No 2 (74): 96–105.

**Alla N. Gumenyuk  
Olga V. Khmel'nitskaya**

### **"Design School" and "Art School": Similarities and Differences of the Notions**

**Abstract.** The article considers the notion of "design school" as a phenomenon of the twentieth century, which today has rather a broad than a specific definition. In this regard, it became necessary to determine the similarities and differences of the "art school" notion, which has existed for a long time. The significance of the study is due to the fact that, firstly, there was a need to differentiate these concepts and identify the characteristic features of each, and secondly, to concretize the notion of "design school". In the twentieth century, with the development of design and design education, modern art culture was defined as "project culture", or "third culture" (along with material and spiritual cultures), the instrument of which is design, and the centers of formation of this culture are "design schools". Today, the "design school" is something more than just an educational institution of a professional format, carrying out one or more educational

programs in various areas of design, and is a non-institutional notion. In modern art studies, there is a need to distinguish the meaning of “school of design” into a separate notion, as well as to define the signs, distinguishing the notions of “design school” and “art school”.

**Keywords:** art school, design school, school in art, fine arts, project culture

**For citing:** Gumenyuk A. N., Khmel'nitskaya O. V. 2023. “Design School” and “Art School”: Similarities and Differences of the Notions. *Culture and Arts Herald*. No 2 (74): 106–112.

*Ekaterina S. Fedorova*

### **Media asceticism in the Content-Conceptual and Value Discourses of Digital Culture: The Logic of Reversibility**

**Abstract.** Media asceticism as the practice of intelligent information consumption has recently been gaining popularity. Constant digital inclusion leads to information fatigue, which in turn conditions the search for new forms and practices of the audience's digital culture. This article considers the phenomenon of media asceticism from several points of view - through the practice of information limitation (temporary abandonment of digital goods for a certain period of time or limitation of presence in digital space) - digital detox, digital Shabbat and practices of slowing the intensity of the pace of life in a digital environment (slow life, downshifting, meditation). The author considers methodological basis for the transition to media asceticism in the logic of cultural reversibility: bringing the dominant trend to a kind of "limit" that provokes a reverse movement. The author makes a conclusion that personal control (self-control) of the actual processes of digital culture is necessary in conditions of hyperbolization of information flows, strong introduction into everyday life of digital devices. Practices of media asceticism act as a regulator the activity of the user's presence in the digital environment. This approach allows us to stay in the information environment while avoiding digital redundancy, which contributes to improving the quality of life of the audience.

**Keywords:** media asceticism, digital detox, digital Shabbat, slow life practices, slow life, downshifting, cultural reversibility

**For citing:** Fedorova E. S. 2023. Media asceticism in the Content-Conceptual and Value Discourses of Digital Culture: The Logic of Reversibility. *Culture and Arts Herald*. No 2 (74): 113–121.

*Arina R. Medvedeva*

### **Strategies for Involvement in Scientific Activities at the Chelyabinsk State Institute of Culture and Arts**

**Abstract.** The article points out the main directions of rethinking scientific activity within the framework of the “Cultural Initiatives” conference, held during of the Decade of Science and Technology. The main innovatory feature was the introduction of practice-oriented events in the form of master classes, greater attention to the topic of popularization of science, as well as the problems of the functioning of the scientific sphere in the country. Within the framework of the “Popularization of Science” thematic direction, the participants of the new scientific education of the Institute – the Council of Young Scientists of Chelyabinsk State Institute of Culture and Arts – were noted. This year the conference has functioned in different areas, thanks to a large number of events.

**Keywords:** Chelyabinsk State Institute of Culture and Arts, Cultural initiatives, Cinema to the touch, Council of Young Scientists, conference, popularization of science, culture

**For citing:** Medvedeva A. R. 2023. Strategies for Involvement in Scientific Activities at the Chelyabinsk State Institute of Culture and Arts. *Culture and Arts Herald*. No 2 (74): 123–127.