

Zagida E. Dandamaeva

Art Market in Current Times: Topical Issues and Tendencies

Abstract. The article describes general tendencies of contemporary art market under the conditions of its globalization and transformation. The author analyzes the most acute issues and problems of art market, determines the factors influencing its state and prospects at the present time. The article pays special attention to the issues of functioning and developing of national market of art objects and Russian art market of 2000-2022 years period dynamics development analysis.

Keywords: art market, art business, digitalization, works of art, auction houses, contemporary art

For citing: Dandamaeva Z. E. 2023. Art Market in Current Times: Topical Issues and Tendencies. *Vestnik kul'tury i iskusstv [Culture and Arts Herald]*. No 3 (75): 7–14. (In Russ.).

Evgenii A. Pleshkevich

G. N. Shvetsova-Vodka's Contribution to the Theoretical Bibliography Development

Abstract. The article is devoted to the Russian and Ukrainian bibliographer, Doctor of historical sciences, Professor of the Rovno State University of Culture (Ukraine) G. N. Shvetsova-Vodka (1943–2023). The article contains short bibliography. The author has analyzed the scientific potential of her main works in theoretical bibliography. The author stresses that her scientific contribution concludes first of all creation of theoretical-methodological conditions to preserve the unity of bibliology, librarianship and bibliography, and bibliographical scientific environment by means of its “double” bookish and documents structuring. Secondly, she has worked out information-bibliographical conceptual institutional in its contents document. Thirdly, she has created inter-disciplinary platform for a scientific dialogue and discussion on documentation as a social phenomenon.

Keywords: G. N. Shvetsova-Vodka, theory and history of bibliography science, bibliography, document

For citing: Pleshkevich E. A. 2023. G. N. Shvetsova-Vodka's Contribution to the Theoretical Bibliography Development. *Vestnik kul'tury i iskusstv [Culture and Arts Herald]*. No 3 (75): 15–24. (In Russ.).

Anastasia V. Budilina

Digital-Consumption in “The Culture of Moment”: from the Phenomenon to a Consumer Characteristics

Abstract. The article is devoted to the analysis of the consumption problematics and considers culture in the system of supply and demand as a field of the growing demands of the XXI century person implementation. The author pays his attention to the digital-consumption phenomenon distributed in digital lifestyle. Based on the culturological approach position the author stresses that digital consumption forms special digital consumer identity type or marketing type of a person. The article systematizes general concept characteristics defining marketing type of a person which is the key subject of digital consumption (in the context of the author's interpretation). Digital consumption marketing strategies directed at transience, fragility and expendability of ties and contacts become the motivation of “the culture of moment” formation which exists on the “here

and now” principle. The article supposes that digital culture with its dominant consumption type will fasten the person’s marketing type as a typical representative of the societies of the XXI century.

Keywords: consumption, digital-consumption, culture of the moment, marketing type of a person, consumer

For citing: Budilina A. V. 2023. Digital-Consumption in “The Culture of Moment”: from the Phenomenon to a Consumer Characteristics. *Vestnik kul’turny i iskusstv [Culture and Arts Herald]*. No 3 (75): 27–35. (In Russ.).

Oksana M. Gromova

Immersiveness of Cultural-Leisure Sphere: from Concept to Functioning Practices

Abstract. The article is devoted to understanding of cultural-leisure sphere development processes in the context of immersiveness ideas by immersing of the audience into a modelling environment through the providing participating activity of subjects. The author considers immersiveness of cultural-leisure sphere on three levels of existence: immersiveness of cultural-leisure event; functional immersiveness of cultural-leisure sphere and structural immersiveness of cultural-leisure sphere. The article pays special attentions to the functional immersiveness of cultural-leisure sphere which is characterized by showing the openness of leisure recreation zones, quantitative and qualitative variety of new recreation activities and amateur initiatives, positive values of the audience etc. The author uses key aspects of cultural-leisure sphere in the Southern Urals (the Chelyabinsk region) as empirical analysis of functional immersiveness. Using the opinion poll findings (450 respondents) the author proves the possibility of the effective cultural-leisure sphere in the Southern Urals functioning as an immersive space. The author concludes by saying that creative diversity, possibilities for harmonic leisure can be markers of uniqueness and attractiveness of local regional space thus keeping the inhabitants in loyalty. The article points out the following directions of creating immersive cultural-leisure environment such as participating designing, working out of creative leisure projects and practices to activate amateur leisure folk creative activities providing the development of participation culture with maximum inhabitants involved.

Keywords: cultural-leisure sphere, immersiveness, regional culture, amateur creative activity, leisure practices

For citing: Gromova O. M. 2023. Immersiveness of Cultural-Leisure Sphere: from Concept to Functioning Practices. *Vestnik kul’turny i iskusstv [Culture and Arts Herald]*. No 3 (75): 36–48. (In Russ.).

Galina E. Gun

Teaching of Chinese Students at Art Universities in Russia: Culturological Aspects

Abstract. The article is devoted to the Chinese students’ mentality peculiarities that can make their studies at an Art University difficult. The author of the article analyzes difficulties of work with the students from China and arrives at the conclusion that the advantage of art as intellectual practical activity lies in its principal focusing on the dialog character and emotional perception. All this makes art a tool to solve the problems of building comprehensive dialog interaction when teaching the Chinese students at Art Universities of Russia. In conclusions the article stresses the necessity to use a flexible variant of cultural ethnocentrism.

Keywords: Russia, China, Art Universities, art education, Chinese students, inter-cultural dialog, cultural relativism, cultural ethnocentrism

For citing: Gun G. E. 2023. Teaching of Chinese Students at Art Universities in Russia: Culturological Aspects. *Vestnik kul’turny i iskusstv [Culture and Arts Herald]*. No 3 (75): 49–57. (In Russ.).

The Phenomenon of Modernization as an Object of Social and Humanitarian Knowledge Research

Abstract. The article considers various approaches to understanding the essence of modernization and analyzes the specifics of its interpretation from various theoretical and methodological positions. The relevance of this study is explained by the fact that, against the background of all modern socio-cultural changes, the search for a new ideology of social development acquires special importance and modernization becomes a modern ideology of social transformation development. The obvious relevance of the phenomenon of modernization is largely dictated, firstly, by its universal character (a wide range of semantic use), and, secondly, by the consonance of modern socio-cultural transformations, which are based on the processes of development, renewal and progressive changes. The need for theoretical reflection on modernization is caused by the variability of interpretations. The author conditionally divides existing approaches to the study of modernization into interdisciplinary and disciplinary groups. He has identified progressivist (modernization as a comprehensive improvement of all spheres of society, including the evolution of some types of culture into others), technical and technological (modernization as a process of improvement and implementation of achievements of scientific and technological progress), socio-cultural (modernization as a process of transformation of basic values of society), political science (modernization as a process of changing systemic qualities political life and the functions of the institutions of the political system in the transition from a traditional society to a modern one), economic (modernization as a technological policy, foreign economic, investment, aimed at the development and achievement of self-sufficient economic growth) and sociological approaches (modernization as a set of progressive social changes). Each of these approaches has its own interpretative basis, a different degree of approximation to empirical reality and different methodological motives. At the same time, the main meaning of modernization is not the growth of the economy and welfare by itself, but the self-realization of the nation, raising the national prestige of the country. The author's understanding of modernization is reduced to understanding it as a process of systemic, positive, directed, context-oriented changes covering all aspects of society and resulting in the effective use of the existing political, economic, socio-cultural potential and acceleration of the pace of social development.

Keywords: modernization, approaches to modernization, modern way of development

For citing: Kiseleva T. M. 2023. The Phenomenon of Modernization as an Object of Social and Humanitarian Knowledge Research. *Vestnik kul'tury i iskusstv [Culture and Arts Herald]*. No 3 (75): 58–66. (In Russ.).

Elena G. Syrkina

Actual Tendencies of Social Institutions Transformations

Abstract. The article considers different approaches to the definition of the “transformation” notion. The author describes the main characteristics which unite various definitions when transformation is defined as a process, change and development; the entire character of transformation; transformation as appearance of new quality; bent of transformation to the image of the future. The author also considers urgent trends influencing transformation of social institutions and classifies these trends. He puts forward an assumption of culture policy possible strategies regardless different urgent trends.

Keywords: transformation, transformational processes, transformational processes characteristics, social institutions, trends of social changes, trend-modelling, culture policy strategies

For citing: Syrkina E. G. 2023. Actual Tendencies of Social Institutions Transformations. *Vestnik kul'tury i iskusstv [Culture and Arts Herald]*. No 3 (75): 67–78. (In Russ.).

“Second Reality” — an Important Counterpart of Man’s Social Experience

Abstract. The article considers the role of “the second reality” in the processes of working out and translation of the community experience in mythological and religious passing away, literary imageries, folk faiths etc., and their importance in this experience acquisition processes. The author treats social experience as the universal means which helps people to conduct collective overnight facilities and collective activity. The author also postulates that in all cases of social experience translation by means of “the second reality” the main thing is to teach man to distinguish “good” that brings people strength of their social consolidation and “evil” that leads to the weakening of this community.

Keywords: social experience, culture, “second reality”, social consolidation, “good and evil

For citing: Flier A. Ya. 2023. “Second Reality” — an Important Counterpart of Man’s Social Experience. *Vestnik kul’tury i iskusstv [Culture and Arts Herald]*. No 3 (75): 79–86. (In Russ.).

*Irina K. Cheremushnikova,
Andrey V. Petrov*

“... Be in Brotherly Relationship, Love and Connections with India We Wish to”: How Russia and India Got Acquainted (From the History of Cultural and Diplomatic Relations in the 17–18th Centuries)

Abstract. Today India increasingly declares itself as a world power and is referred to as principal strategic partner of Russia. The historical and cultural context of relations between the two countries becomes the basis on which the modern configuration of relations is being built. The historical backgrounds of these relations, their quality and style make research on this topic important.

The article is a reconstruction of Russian-Indian cultural and diplomatic relations during the XVII–XVIII centuries, since the period when the Eastern direction of Russia’s foreign policy was finally settled, private initiatives were replaced by government ones, number of embassies to India were organized, in Russia the Astrakhan colony of Indian merchants was founded. It was a time when “image of Russia in India” and “the image of India in Russia” were being formed. Peoples acquainted with each other’s cultures, the goals of the contacts became clear, the notion about national traditions, religion, mentality and traits of the national character were being formed.

The author comes to conclusion that the contacts of the XVII–XVIII centuries set the foundations for the positive perception of two peoples by each other, because Russia had not demonstrated even a sign of colonial supremacy in India.

The author used documents published by the Institute of Oriental Studies of the Academy of Sciences of the USSR in 1958 (260 documents on the XVII century) and in 1965 (275 documents on the XVIII century). Among them are the Order of the Tsar and the Posolsky Prikaz, reports of ambassadors, “fairy tales” of travelers, etc. The article contains plentiful quotes from documents, because their mood and style reflect the quality of the developing relations between the two countries.

Keywords: Russian-Indian relations, acquaintance of cultures, national character, foreign/ other culture, embassies to India, diplomatic relations

For citing: Cheremushnikova I. K., Petrov A. V. 2023. “... Be in Brotherly Relationship, Love and Connections with India We Wish to”: How Russia and India Got Acquainted (From the History of Cultural and Diplomatic Relations in the 17–18th Centuries). *Vestnik kul’tury i iskusstv [Culture and Arts Herald]*. No 3 (75): 87–96. (In Russ.).

Vladimir I. Sharonov

**Anatoly Vaneev's Change of Mind.
Cultorological Reconstruction of Life Experience and Spiritual Path
of Lev Karsavin's Student**

Traveler

Abstract. The article continues research work connected with the A. A. Vaneev's (1922-1985) period of life which he spent in prison before meeting with L. P. Karsavin. For the first time the article describes the circumstances and reasons of the arrest of the Leningrad literary men group members including Vaneev himself. The author reconstructs the social-cultural atmosphere in the USSR Writers union that accompanied these events. Based on the sincere letters of the essay's protagonist to his mother the author has thoroughly studied his own spiritual and intellectual quests and transformation of personal self-identity.

The author of the article shows that long before the meeting with his future teacher Vaneev could have overcome his border line condition caused by the crash of many materialist-rationalist ideas, and established as a strong self-sufficient personality with the strong belief on moral and spiritual values as an important center of man's lifetime. Thus, he continued consider himself a materialist but in fact he developed in himself general provisions of Christian anthropology.

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

For citing: Sharonov V. I. 2023. Anatoly Vaneev's Change of Mind. Cultorological Reconstruction of Life Experience and Spiritual Path of Lev Karsavin's Student. Traveler. *Vestnik kul'tury i iskusstv [Culture and Arts Herald]*. No 3 (75): 97–117. (In Russ.).

Vera V. Antropova

**Media Rhetoric: from Printing to Screen Culture
(Grishanina-Moshkina O. V. Media rhetoric: XXI century.
Chelyabinsk: ChGIK, 2023. 172 p.)**

Abstract. The main aim of the monograph by O. V. Grishanina-Moshkina is to interpret the meaning and social-cultural effectiveness of screen rhetoric in the conditions of media culture from the position of culture science. The abstract to the monograph "Media rhetoric: XXI century" by O. V. Grishanina-Moshkina stresses its important features and urgency, significance and benefits for specialists of different spheres, it also contains comments on any possible perspectives of the given research.

Keywords: media culture, television, Internet, screen culture, classical rhetoric, media rhetoric, talk exchange, discussion process, polemic communication, rhetoric ideal

For citing: Antropova V. V. 2023. Media Rhetoric: from Printing to Screen Culture (Grishanina-Moshkina O. V. Media rhetoric: XXI century. Chelyabinsk: ChGIK, 2023. 172 p.). *Vestnik kul'tury i iskusstv [Culture and Arts Herald]*. No 3 (75): 119–122. (In Russ.).

**Army as a Social-Cultural Institution
(Mishchenko I. E. Army as a sociocultural institution:
image embodiment in the artistic space and media practices
of the XXI century. Chelyabinsk: ChGIK, 2023. 192 p.)**

Abstract. The monograph by I. E. Mishchenko is of interdisciplinary character and presupposes engagement of culture science, sociology, pedagogical science, political science and other sources. The review marks key ideas presented in the monograph. Special attention is paid to the key notions such as methodological approaches accentuating the role of the army as sociocultural institution in upbringing and transfer of the axiological-normative nucleus of the Russian culture.

Keywords: culture, military culture, army, sociocultural institution, value, upbringing, patriotic upbringing, national security, artistic space, media-practice

For citing: Grevtseva G. Ya. Army as a socio-cultural institute (Mishchenko I. E. Army as a sociocultural institute: image embodiment in the artistic space and media practices of the 21st century. Chelyabinsk: ChGIK, 2023. 192 p.). *Vestnik kul'tury i iskusstv [Culture and Arts Herald]*. No 3 (75): 123–126.