

*Anton A. Denikin*

*Candidate of Culturology,*

### **Affective Communications in Contemporary Media Formats (on the Example of Videogames)**

The article considers affect as a non-representative communication means and condition of modern man and man-machine interaction. Philosophical analysis of the “affect” notion shows that in liberal sciences affect is often used either as a universal term to define different emotional states such as feelings, moods and passions or as a special “intensive force” different from emotions and feelings. Understanding of affects as an intensive force the author defines them as events which surpass human will and possibility of their conscious control. It is possible to unite the approaches when the affect will be partly available for discursive treatment through the evaluation of the results of actions. Nevertheless, it creates the impression of “non-discursive surplus” which is realized beyond the will of man manifesting itself in corporeal-objective assemblages during affective communications. The examples of affective communication are illustrated by means of modern videogames. The author shows that affect and intellect in videogames are interdependent. Cognition act can become a context for the affect movement and the affects themselves can influence the players’ process of thinking and activities. The theory of affect gives the opportunity to fully comprehend new ways of more-than-human information exchange processes. Thus, the affect can be used for explanation of modern collective forms of machine-human communications and mutual creative media-reception.

**Keywords:** affect, affective experience, affective economy, communication science, affective media, videogames, affective communication, more-than-human

*Galina B. Parshukova,*

*Maria A. Pleshakova*

### **Scribbling Library Space**

Researches of conceptual character play a special role in the periods of the most intensive influence of environment on the culture space development. Modern stage of a library formation is connected with technical and technological impulses in the sphere of information-communicational technologies as well as the whole spectrum of socio-cultural factors including changes in demand for information, needs and interests of readers, cultural tendencies and role of a library as a public institution where people can meet and exchange their knowledge and experience. All this motivates the researchers again and again appeal to the question of the library essence, understand, specify and simplify its visions in the knowledge system. The authors of the article appeal to the studies of the scribbling space to achieve this goal and raise two tasks for solution: to conceptualize the notion of “the scribbling library space” and to determine problem research field. Picking out “library space” as a basic notion the authors highlight its frames and present a number of main concepts represented by library and bibliography paradigms, define “scribbling space” (connected with the concepts-meanings) and “conceptual space” (connected with the concepts-ideas) notions. They specify the main theoretical provisions and terms in the context of a library concept sphere including a concept, a constant, a meta-concept. As a methodological approach for the library research problem field limits determination the authors propose the Actor-network Theory by B. Latour and present multilayered four-level matrix which according to the authors allows to describe and systematize a considerable layer of library space concepts.

**Keywords:** concept, scribbling space, meta-concept, library, communications in culture, library space, matrix, destination

*Yaroslav B. Barichko*

### **Mass, Popular And Geek Culture: Effort of Semi-Transparent Boundaries Delineation**

The author of the article makes an effort to improve the existing definition of the “mass culture”, “popular culture” and “geek culture” terms due to their frequent mixture in scientific and mass media content as well as at the mundane level. Besides that, the author makes a proposal to consider these phenomena in the context of A. J. Flier’s and A. V. Kostina’s concept about three types of culture, three functional living abilities strategies and supposes that mass, popular and geek culture are revealed not only in consumer strategy but also penetrate into traditional and creative culture discovering in them their own loci and forming their own institutions.

**Keywords:** mass culture, popular culture, geek culture, consumer culture, traditional culture, creative culture, subcultures

*Vera V. Geil*

### **Problem of Soviet Mass-replicated Sculpture Integration and Protection in Modern Sociocultural Environment of Russian Cities (on the Example of Chelyabinsk)**

The article considers the phenomenon of mass-replicated monumental sculpture in the Soviet sociocultural environment in 1930–1950s. The author has studied the Russian experience of protection and understanding of mass-replicated plastic arts statues. On the example of Chelyabinsk, the article presents the variants of replicated images integration into modern urban environment.

**Keywords:** mass-reproduced monumental sculpture, integration, modern replicas, sociocultural environment

*Artem V. Drobyshev*

### **Analogy Method in Culturological Research: from Universal Meanings to “Cultural Code” Illustrating Case**

The article considers the issue of existence in modern culturology of different and very often oppositional definitions of basic notions and concept, high abstractiveness degree and difficulties in understanding of which are a serious obstacle for researchers. The author applies to the analogy method as one of the possible tools for solution of the given problem. He offers its culturological variant expressed in the detailed instruction consisting of 8 items and accompanied by “cultural code” illustrative case. The illustrating case here means intentionally chosen concept the theoretical analysis of which acts as a good example and a model demonstrating the possibilities and limitations of analogy method application.

The article draws the conclusion of the analogy method heuristic potential prospects of its application in socio-humanistic scientific researches and teaching activity.

**Keywords:** culture, culturology, concept, cultural code, analogy method

*Ekaterina D. Kuznetsova*

### **Art of Translation: is Creative Activity Automation in 21st Century Real?**

The article is devoted to the study of the translation arrangement as an act of artistic creative activity. The role of a translator as a creator acting within the “language-semiotics-culture” trichotomy frame is disclosed in organic emotional-imagery inter-action of creative activity, art, esthetics and language concepts as the integral semiotic system. Structural entity of different arts, unified principles of literary works composition give the opportunity to consider translation on the semiotic grounds using artistic approach to the given highly-cognitive and creative activity. Study of art sign character is carried out in direct connection with the personality of an artist. The author of the article tries to depict the extensive picture of subject-oriented translation activity and to describe the role of a modern translator in trans-disciplinary aspect in accordance with the requirements of the humanities state. The study focuses on the translation activity in conditions of scientific-technological progress and fast development of neural nets claiming to occupy the leading positions in creative industry. Based on the theoretical review and empirical analysis of the corresponding samples (painting and literary works) the author of the article stresses the unique character of the translation activity through the prism of word, art and culture.

**Keywords:** semiotics of art, translation, creative activity, artistic values, cultural code, interpretation, text esthetics

*Igor E. Mishchenko*

### **Cultural-Thematic Peculiarities of a Modern War Song**

Scientific publications analysis results shows that there are practically no surveys devoted to the reflection of war culture in modern music. In this connection the given article makes an effort to study the “modern war song” phenomenon. The author gives grounds to prove that one of the most perspective directions of scientific researches is audial culturology which hasn’t been thoroughly studied in social and liberal sciences recently. The aim of this article is to study a war song as a special genre of music art and vocal-speech art of communication. To give the genre definition of a war song the author of the article has determined the boundaries of modern age and approaches used to define “a war song” notion. He has also considered the sub-genre structure of “a modern war song” as well as its thematic peculiarities. The article has also determined thematical groups of “an author war song” as a sub-genre most fully representing and reflecting musical and cultural-semantic modern war song peculiarities. The given article has helped to find out that the war song phenomenon is connected with several traditions.

**Keywords:** war culture, modern war song, author war song, war song genres, war song singers

*Elizaveta V. Sokolovskaya*

### **Immersiveness in Socio-Humanistic Discourse: to Approaches Systematization**

The author of the article studies immersiveness (in its media, artistic, theatrical-spectacular and technological representations) as a modern culture phenomenon which is very urgent and demanded at present. The article points out the key reasons of treating immersiveness as a phenomenon and scientific concept including technological progress (distribution of accessible personal VR headsets), de-massive strategies of modern culture, niche development of cultural production and consumption, clip perception forms, satiety of traditional cultural-spectacular formats, commitment

of modern culture to hybrid products and mix-strategies. The author gives his own classification to the existing approaches to the immersiveness interpretation and sums up its key characteristics.

**Keywords:** immersiveness, modern culture, approaches systematization, staginess, immersion

***Irina B. Tkachuk***

### **Personal Development Strategies Typology in Modern Culture**

The article considers the most typical strategies of personal development in modern culture. During the research the author pointed out the strategies' components including types of thinking as mastered patterns, types of reaction which appeared under the influence of the bygone affects, and peculiarities of a person's strong will. We suppose that the grounds for the personal development strategy are three relevant notions possessed by an individual to different extents. They are an affect, a pattern and a high-ground decision. Mastering the schemes of interaction with the society, gaining bright socio-cultural impressions, mastering the skills of the situations management an individual learns to forecast long-term goals usually united into one task which can be called a strategy of personal development. The strategy is represented by three components expressing the type of reaction, the type of thinking and strong-minded counterpart. The strategy of personal development acts as a specific cultural phenomenon which reflects social and cultural experience of an individual. This research is directed at the working out of teaching methods and determining the optimal strategy for a personal development of an individual connected with the searches of personal natural balance and strengthening of its own unique adaptation system in actual cultural situation.

**Keywords:** personality, personal development, strategy, typology, modern culture

***Vladimir I. Sharonov***

*Candidate of Pedagogical Sciences*

*Western branch of Presidential Academy,  
Kaliningrad, Russia*

*E-mail: sharonovvi@gmail.com*

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

#### **Partner in Conversation**

The author offers the readers Part III of Anatoly Vaneev's life experience, cultural self-termination and original ideas comprehensive research. The author thoroughly studies the long-year difficult life experience imprisonment accompanied by constant efforts in self-development, speculations on life moral dimensions, spiritual and cultural valuables made Vaneev critically look at Soviet life. This experience managed to keep him from extreme world perception and to work out the position of self-sufficiency under any circumstances. Before his meetings with Karsavin during the period of declarations about his own atheism and materialism the humanistic notions which coincided with such Christian valuables as beneficence, compassion, pure humility of all living circumstances but considerably different from the humility and indifference of a broken and disparaged person were determined as his basic personality structure. A. Vaneev's acquaintance, close relations and concentrated mutual discussions with L. Karsavin and outstanding workers of culture resulted in A. Vaneev's intensive reinterpretation of all his visions of life and culture and opened in him rare capability to the self-oriented philosophical character of thinking. Using contrastive juxtaposition of initial sketches of a book created as memoirs and in

the format of literary reminiscences and the final version of the book as a long-term dialog and a gallery of ideological portraits the author of the research shows the final stage of Anatoly Vaneev's personal self-determination.

**Keywords:** Gavronsky, Vaneev, Karsavin, Punin, atheism, religious consciousness, Russian religious philosophy, biography reconstruction

*Irina N. Morozova,*

*Nikita S. Korolev*

**Russian Spiritual Culture: Values and Meanings in A. N. Uzhankov's Monograph  
«The Lay of Host of Igor»: Historic-Philological Research Study»  
(Uzhankov A. N. «The Lay of Host of Igor»: Historic-Philological Research Study.  
Moscow : YaSK, 2022. 744 p.)**

The review of the A. N. Uzhankov's monograph "The Lay of Host of Igor": Historic-philological research study. Moscow: YaSK, 2022. 744 p. discloses the key ideas of the author's concept of Old Russian literary language. The author of the monograph interrelates the interpretation of unique and at the same time the most mysterious monument of Old Russian literary language with the general cultural context of Ancient Rus literary language and with the theory of literary formation worked out by the scientist. The author of the monograph represents axiological volume of Old Russian literary language as a dynamic axiological integrity opposed to Ancient Rus perception of culture in the format of unilateral meaningful worldview scope of theocentrism.

**Keywords:** old Russian literature, "The Lay of Host of Igor", theory of literary formations, theocentrism, anthropocentrism

*Anatoly V. Razuev*

**Replicated Monumental Sculpture  
(Geil V. V. Replicated Monumental Sculpture of the Soviet Period:  
Based on the Chelyabinsk Materials : Monograph.  
Chelyabinsk : CHGIK, 2023. 107 p.)**

Monograph by V. V. Geil is devoted to the analysis of the replicated monumental sculpture phenomenon in Soviet art. The author studies the period of 1930-1950s in the Soviet monumental art, the time of city space structure formation and fundamentals of monumental plastic. The author pays special attention to the so called replicated monumental sculpture having played a big role both in city construction and in formation of esthetic, ideological grounds of culture during this period. Having used various sources, the researcher analyzes the phenomenon of replicated monumental sculpture on the example of Chelyabinsk, determines kinds and genres and tries to establish the authorship of the original samples.

**Keywords:** monumental art, plastic, replicated sculpture, monument

