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**Updating of folk arts and amateur creativity and development of programs of ethnotourism in the russian federation**

The article discusses the current direction of cultural policy – ethno-tourism, oriented on propaganda of traditional culture of peoples of Russia. There is description of many cultural events in Russia, organized by centers of folk arts in different regions of our country. Readers can make acquaintance with special ethno-touristic programs, routes and cultural activities of youth clubs and folklore groups to increase of tourist flow. The author describes one more important part of work in the direction of tourism development, it is work in safeguarding, preserving and promoting of intangible multicultural heritage.

*Keywords:* cultural policy, folk arts, intangible cultural heritage, ethno-tourism, festivals of folk art, the State Russian house of folk art.

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**Cultural practices, meanings and practical meanings of cultural studies**

The article considers the process of formation of such a segment of cultural knowledge as *applied* cultural studies. The formation of the applied direction in cultural studies was a response to the urgent social demand that arose in the 1990s and 2000s in connection with the transformations taking place in society, the need for the development of a new cultural

policy, the strengthening of a new type of economy, and so on. The main differences between the fundamental and applied blocks of culturology, their main characteristics and functional features are considered. We tried to substantiate and to show the possibility and the necessity to reveal the cultural component and cultural dimensions of any kind of social practices in the context of cultural analysis.

**Keywords:** culturology, culturological analysis, applied culturology, applied cultural studies, fundamental and applied levels of knowledge, social practices, cultural senses

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### **Longevity of the creative achievements**

In this article rises eternally relevant and always important problem – both for the creative individuals and for the civilization in general. In this case, the problem is considered on the example of artistic culture, where the depreciation of the creative achievements of a number of reasons is especially intense. Meanwhile, many discoveries in science, again for a number of reasons, in many cases, differ enviable longevity and remain in the grateful memory of mankind the names of prominent physicists, chemists, mathematicians, biologists, astronomers and many other scientists. This article describes the different options for the survivability creative achievements, analyzed specific cases. In this case as an indicator of the processes of aging the immortality or achievements are the value judgments of the society about a particular creation, traced the dynamics of such judgments.

**Keywords:** creativity, longevity, creative subject, amortization of the creative achievements.

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### **Media philosophy as the mechanism of the “machine abstraction” and a carrier of culture “new rationality”**

The article the authors summarize the emergence of a special kind of "rational reflection" – of mediaphilosophy. It is noted that "the global digital shift" modificare forms of sense perception, visual representation, forms of interpersonal communications that change archetypical structures and the matrix of spatial – temporal relations in social practices. The article considers the basic conceptual model of mediaphilosophy in European and domestic scientific thought. The conclusion is that the subject of mediaphilosophy is mediaculture reality, given new technologies and incorporating person as the condition, means and purpose of communication.

**Keywords:** media, media culture, mediaculture space, rational reflection, communication, media philosophy, postmodernism.

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### **Formation of information culture in Russia and its impact on the process of continuity of cultural values**

The article describes the main characteristics of information culture, which becomes the dominant characteristic of modern States, speaking in an authentic, well-developed forms, and forms our image and simulacra in the world. The authors have formulated some features of formation of information culture in modern Russia, which determines all spheres of existence: logistics, financial-economic, socio-political and spiritual-cultural existence of the Russian society.

**Keywords:** social communication, synergy, network society, information culture, inter-generational interaction.

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### **Political culture in Russia: the condition and prospects of development**

The article is devoted to the characteristics of the condition and prospects of development of political culture in Russia. The author attempts an analysis of the causes that have led to a decline in the last decade, political activity of Russians and especially young people. Special emphasis is done on providing the dominant influence of the ruling elite in the process of formation of political culture is not always consensual. The author suggests ways to overcome the issues in society that contribute to the reconstruction of the objective history of Russia and raising the level of political culture in the country. The article concludes that the process of formation and establishment of political culture in Russia is in a difficult socio-political situation in the Russian society, and the aggravated geopolitical situation in the world, underlining the need to achieve stability and harmony in the country.

*Keywords:* political culture, the ruling elite, the process of forming and formation, a consensus, a social group, the level of political maturity, national identity, geopolitical situation, stability, harmony.

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### **Activity of the kurdistan workers' party As a factor in the formation of political culture among the kurds of Turkey (northern kurdistan)**

This article discusses aspects of the origin of the Kurdish liberation movement as an example of the Working Party of Kurdistan (PKK), examines its impact on the socio-political life of Turkish Kurdistan (Northern Kurdistan), the formation of the political culture of the Kurds, the formation of their political

consciousness, thinking and behavior . In a country where the state has ceased to express common interests, eliminated from carrying out its primary role in the formation of political culture in the Kurdish part of society, it is this party belongs to the role of the involvement of the Kurds in the political process. PKK played a decisive role in the development of self-awareness of the Kurds, in the process of a return to the cultural roots of the nation, the revival of the language and restoring it to the old system of national values.

Activities of the PKK Kurds helps to realize their own identity, to resist assimilation and the rising influence of religious sects in Turkey, as well as the denial of the rights of Kurdish politics to exist.

Keywords: political culture, spiritual and ideological activity of the state, the PKK, the Kurdish question, the Turkish Republic, the revival of Kurdish identity, the Kurdish movement, the genocide, the Middle East.

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#### **The apocalypse in the contemporary mass cinema**

The article is devoted to the examination of modern eschatological representations of people that reflect the processes of personality transformation and the awareness of its self in the culture of postmodernity, with the example of mass cinema, which largely reflects the expectations of the future, and therefore its analysis allows us to predict social and cultural processes.

The author emphasizes that at the heart of modern eschatological representations lie the mythologems of the Apocalypse in the sense of human permissiveness and pluralism of morality, where the End is clearly perceived as the domination of unconscious instincts, consumption, but most importantly – as the domination of Myth, which acts as a "protector" In an attempt to become like God falls into the trap of his unconscious.

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## SOCIAL AND CULTURAL TRADITION OF MILITARY EDUCATION IN RUSSIA

The article is devoted to one of the most important components of the sociocultural space of modern educational institutions of the type of cadet – cadet traditions. The relevance of the topic is determined by the need to develop new approaches to education of rising generation in spirit of patriotism, respect for the heroic past of Russia, to actively continue the best traditions of service to the Motherland. Cadet education as a social and cultural phenomenon, and the state system the formation of a national the serving layer is created, operated and debug in Russia for centuries. The experience and results of the activities of the cadet corps for three hundred years was an example of civic education and patriotism, and many of the inmates of institutions of military education of Russia became its national heritage. This description of the most significant traditions of life of modern Russian cadet, attempt their classification.

**Keywords:** military educational institutions, the social and cultural tradition, continuity, culture, leisure activities, military honor, moral and spiritual education, military rituals, national and military-historical tradition.

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### **Family as a translator of cultural values**

Primary socialization of the younger generations – a process long enough to have adequately analyzed its researchers. Currently, however, all the processes

of intergenerational interaction in the family are becoming more unpredictable, probabilistic and chaotic. In the article the author from the standpoint of modern social Sciences and Humanities, mostly of philosophical knowledge, attempts to analyze the succession process, noting that cultural values and traditions of a family make a fundamental basis of level of culture of younger generations and form basis of the general continuity of culture as her objective existence and subsequent development.

**Keywords:** family, social institution, continuity, cultural value, social and cultural adaptation.

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#### **The model for the revival of the educational traditions of the cossacks in modern cultural institutions**

The article substantiates the model for the revival of the educational traditions of the Cossacks in the context of modern cultural institutions, based on the application of modern technologies of social and cultural activities. The author proves that social and cultural activity has a large arsenal of technologies to optimize this process, and is considered as a branch of pedagogical science that focuses on the processes of inculturation of personality in axiological field of the Cossack culture. The model is based on the principles of consistency, voluntariness and freedom of choice and includes: target, organizational, functional and substantive criteria-effective units.

**Keywords:** Cossacks, the educational traditions of the Cossacks, the model of the revival of the educational traditions of the Cossacks, social and cultural activities.

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## **Event tourism motives**

The secondary analysis of results of the empirical research aimed at identification of motives of visit of cultural sights and actions during the travel is presented in article. It is emphasized that such instrument of event-marketing as the organization of event tourism, ranks high in development of the majority of vacation spots. Now tourists even more often prefer to spend the leisure-time, visiting original regions in the historical, cultural or natural plan. It can be connected with the fact that, on the one hand, increase of technogenic loads of nervous system of the person takes place, with another – desire of tourists to receive as much as possible various impressions from travel.

Event tourism which is one of the perspective directions of development of the welfare sphere today meets these criteria.

**Keywords:** event tourism, “cultural tourist”, “leisure tourists”, motives, psychological effect, psychosocial motives.

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### **Extracurricular activities as a resource of development of communicative culture future leaders of ethno-cultural centers**

The article covers the problem of development of communicative culture of future leaders of ethnic and cultural centers. The relevance of this problem lies in the fact that the area of professional activity of future etnokulturologiya is an area of “increased” voice of responsibility. In this regard communication as interpersonal and international, becomes the most important tool of their activities, the main means of realization of professional tasks organizational and administrative, pedagogical and creative nature. Great teaching, but poorly realized the potential of the organization of extracurricular work of students. The author analyzes the modern forms of extracurricular work of students, classifying them by way of organizing the classroom, individual, group, and mass. Great attention is paid to the interactive technologies of extracurricular activities aimed at the development of communicative culture of future leaders of ethnic and cultural centers.

**Keywords:** communicative culture, extracurricular activities, communicative competence, the head of the ethno-cultural center.

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### **Interaction of director and artist in the process of theatrical performance image creation**

In this article, based on generalized art ideas of historians, artists theater Directors, and author's personal experience as the artistic Director of a large theatrical performances and festivals, the author's vision of the joint work algorithm of Director and designer in creation of the artistic image of theatrical performance is given. It is shown that the creation of an artistic image is one of the main tasks of a creative interaction between filmmaker and artist, representing the multifaceted interaction of the two main creators of the performance. The understanding of the patterns and specificity of this interaction is a necessary component in exploring the artistic shape of contemporary directing, theatrical performances and methods a full-fledged artistic decisions.

Keywords: theatrical performance, theatre Director, artist, artistic image, staging theatrical performances, the interaction of filmmaker and artist.

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### **Genesis of the library pedagogic as scientific discipline**

The article deals with the problems of library pedagogy development as a scientific subject which is being formed on the basis of pedagogy and library science integration. It is also devoted to the changes in library pedagogical activity in different historical periods. The evolution of the “library pedagogy” idea is discovered. Viewpoints of native writers, critics, library scientists dealing with children and young people reading are shown. Library science development is discussed. The necessity of realization of the entire concept on

library pedagogical activity which will help to develop a personality, his or her education and up-bringing is also proved.

**Keywords:** genesis, pedagogy, library science, library pedagogy, concept, personality, education, up-bringing, reading theory.

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### **Professional teacher training students in “library and information activities”: competence approach to profiling**

The article presents a psycho-pedagogical component of University education of library and information personnel. Given the analysis of the content of General and professional competencies of bachelors and masters on direction “Library and information work” in terms of psycho-pedagogical and teaching functional orientation of education. Considered blocks of psycho-pedagogical disciplines of the basic and optional parts competenceoriented curriculum forming the core competence of bachelors and masters. Underlined the urgency of formation of professional pedagogical and psychological competences within development of specialized master’s programs, including in the framework of the network program of the Moscow State Institute of Culture with the Russian State Children’s Library “Theory and methodology of library services to children”.

**Keywords:** higher education, educational standards, competence, undergraduate, graduate, library and information work, psychological and pedagogical competences.

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## **The formation of students' interest in reading classical literature as a scientific and pedagogical problem**

In the article the development of interest in reading, the introduction of children to reading are presented as a scientific and pedagogical problem. The forms and methods of working with children in the process of familiarizing children with reading classical literature are considered. The possibilities of libraries to form students' interest in classics through organizing and holding various events in the library, the role of the book in mastering the educational material, activating the cognitive activity of children, and their moral development are revealed.

**Keywords:** reading interest, book, pupil, teacher-librarian, reading, fiction.

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## **Foresight technology in educational activities in institutes of culture**

The article deals with the issues of educational process modernization in institutes of culture in the context of student-centered paradigm. The role of interactive technologies in building-up students' cultural and professional competencies is accented. Foresight – technology based on acquiring and analyzing of systematized expert knowledge is proposed for using in educational process. Attributive features of foresight – technology and it's possibilities in strategic personal qualities development of graduate and postgraduate students are characterized. The most significant requirements to interactive lessons based on foresight technology are featured. Among them are the following: diversity of social and demographic characteristics of participants, availability of their communicative competences, detailed scenario of strategic development of the object of expertise, backward communication between the instructor and participants.

**Keywords:** higher education, institutes of culture, interactive educational technologies, foresight-technology in education, attributive features of foresight, advantages of foresight-technology.

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### **Development of professional socialization of specialist training**

The article is devoted to the problem of sociality and the modern professional development in the training process of professional socialization as part of her socialization. Presents the results of empirical research of development of professional socialization, made from the standpoint of system holistic approach. It is shown that in the holistic development process of professional socialization is important to consider the conditions that foster the inclusion of students in socially meaningful activities: a favorable psychological climate in the student group, the University as a whole, the formation of interest in various types of future professional activities, success in social interaction of future specialists.

**Keywords:** socialization, professional socialization, holistic approach to the development of professional

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### **Psychological-pedagogical criteria for the selection of gifted children in choreographic art**

**Psychological-pedagogical criteria for the selection of gifted children in choreographic art**

Relevance of article is determined by the significance of the problem of search, selection and further training of gifted children, including in choreographic art. An attempt was made to determine the most important vocational training ability and the methods of their diagnosis. The article discusses the issues of

selection of gifted children in the choreographic art from the point of view of the psychological qualities of the personality and pedagogical support. Classified the most important personal qualities required for professional education of dance. The author examines the diagnostic criteria from the point of view of three aspects: anatomical abilities, psychological qualities and educational support. Special attention is paid to differentiation of methods of diagnostics depending on the form of education and recreational training or professional education. This article summarizes the practical experience of the author the practical experience of the author.

**Keyword:** choreography, education, giftedness

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### **The relationship of social and individual representations of the professional activity and self-realization in students of high school**

The article describes the features of students' ideas about the professional activities and self-realization on the stage of higher education at the university. The contents of the article highlighted the social and personal aspects of the professional development in their interrelation and interdependence. It emphasizes the influence of social and individual representations of students on the effectiveness of professional development and self-realization. Detailed outlines the procedural side of formation of representations of the students under the influence of a number of factors. The author emphasizes the influence of social factors and the relationship to the profession in the future on the professional activity and self-realization. The study of the factors influencing the attitude of a person to the profession and yourself to determine the specificity of professional fields, where the designated subject area of work, as a new psychological reality catalytic personality to transform ourselves and the world. Professional self-realization combines two elements – social and individual representations that can be considered as a condition and driving force of human perfection in the process of education on the profile of training.

**Keywords:** higher education, psychological and pedagogical competence of students in professional activities, professional activities, the theory of professional fields, professional self-realization.

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### **Student scientific society as a factor of personal-professional self-development in the social and cultural sphere**

The phenomenon of students' scientific society is considered in the article as special welfare institute. The students' scientific society is considered as the non-profit multifunctional public organization, which uniting on a voluntary basis pupils of higher education institution. This organization was designed to promote professional formation of the beginning researchers. The students' scientific society represents voluntary association of students in the form of the independent amateur organization. The students' scientific society is the basis of common interests in the field of research activity. This organization provides development in the sphere of free time where the student can state and discuss the ideas and creative plans, test the abilities to reason and present results of a research.

**Keywords:** student scientific society, student science, scientific researches, sociocultural institute.

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### **Creativity as a way of self-realization students**

The article analyzes a broad range of scientific literature and numerous both fundamental and applied researches on issues of self-identity and creativity. Self-realization is characterized as a complex problem, which is the “intersection area” of various sciences: philosophy, sociology, psychology, pedagogy. Creativity is understood as a universal human feature that leads to all forms of expression. The author cites data of the pedagogical experiment showing the successful fulfillment of the university students in the extracurricular artistic activities, where formation of moral and ethical qualities takes place at the background of the development of the creative potential of each student.

**Keywords:** self-realization, self-actualization, creativity, creativity, creative type of education, self-perception, creative activity.

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