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Systemic justification of the theory of culture

The article is the stage of the author's work on the formulation of the provisions of the normative theory of culture as a systemic functional interpretation of its properties. Particular attention is paid to the construction of this theory as a system with interrelated and interdependent components.

The main social tasks that culture is called upon to solve are defined.

Keywords: culture, normative theory, social integration, specialization, culture-custom, culture-ideology, culture-reference.

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Evolution of the mind: meeting with abstract

Level of reality in modern culture – JOHN SEARLE, GREGORY BATESON, CHÖGYAM TRUNGPA

In modern information-net society exchange of knowledge and development of personality is a synergetic process. In the same way a new cultural paradigm is established and new epistemology is formed. Epistemology is knowledge structure, which determines and adjusts how modern man perceives the world. Information field generates epistemologically open personality in large numbers. Thus, nowadays development of mind takes place not in universities or research laboratories but in the flow of social life, where indeterminacy puts pressure on personality and does not allow him to get stiff in any particular social role or function. In this global cultural situation of looking for an answer to the question “Who am I?” modern man rather turns to their body as a field of individual awareness of the phenomena of life and death than to texts. Conscious attitude to bodily states and processes helps man meet abstract level of reality out of text. It is one of the newest trends in development of modern culture and thinking.

Keywords: epistemology, mind, discursive thinking, text, reality not within text, pattern thinking, body, awareness, open mind, personality development, mass man, Buddhism, body techniques, information-net society.

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Natural-humanitarian mainstream and cultural knowledge: from separation to unity

In this article, on the basis of understanding the processes of the development of human knowledge about the world and the place of man, there is a tendency in the intersection of humanitarian and natural-scientific search. It is alleged that humanitarian knowledge is increasingly gaining the tendency to reorient the natural-science discourse to the sphere of the humanitarian mainstream. The author undertakes a fragmentary attempt to demonstrate this form of rethinking by the example of “perturbation theory” of systems and the renormalizability of order. The article affirms the necessity of accentuation of consideration of humanitarian processes with the greatest share of reliance on the natural scientific picture of the world and its processes. Two positions are analyzed here: the denial of the introduction into the cultural analysis of the material of the natural sciences and the active use of such an array.

Keywords: cultural studies, cultural knowledge, science process, natural-humanitarian knowledge

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Cyclic development of social and economic systems

Recurrence of social and economic events can be used for forecasting of behavior of social and economic systems as a result of a research of processes of their cyclic development. Interaction of various cycles can exert impact on development of these systems.

Keywords: business cycles, output, consumer demand, economic balance, world economy, environmentally friendly and resource-saving technologies.

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Knowledge as cultural and economical commodity of social life

A paradigm of innovation knowledge begins to dominate in the 21 century. Global consumer wants to get following through this knowledge: high quality, low price, prompt delivery, and maximum reliability. A common in the knowledge economy far outweighs the things that it is still different. Notable difference can be found in cultural environment and expertise levels. The article demonstrates how the properties of the innovative knowledge as goods are changing. Consumer property persists. The availability of innovative knowledge is provided by the network structures and digital format. Innovative educational product guarantee extra profits, but its production is characterized by a high level of risk. The situation is complicated by the parallel existence of products and substitution signs. More often, these are the brands and advertising motto. The issues of formation of knowledge corporation is raised in the article. The main elements of these corporations are follow: full customer orientation, transition from vertical to horizontal structures. Self-educating organizations represents a new field for competition in the market of educational services. Necessity of modernization and collective vision of problems relate to each unit of the organization.

Keywords: culture, education, economy, innovation, information, commodity.

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Cultural space of the city as its identification person: essence and formation

The article examines the cultural space of the city as an opportunity to identify the city as one of the most modern and relevant areas in the study of the cultural space of the city. Territorial branding for several years remains a topic that is discussed only within the framework of individual panels and discussions of economic, urban and tourist forums. However, in recent years, in addition to the fashion for public discussions, specialized training programs in universities, live projects, the first brand managers and real successful practices of brand promotion of cities have appeared. Current trends show that cities with their own identities become more successful and win in the competition for human, information and economic resources. Formation of the identity of the city is a complex and interdisciplinary process, exploring the urban environment it is impossible not to take into account the entire complex that forms this environment.

Keywords: cultural space, cultural space of the city, city identity, territorial branding, branding places, identification.

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Myths of the modern city: the problem

The Article deals with the modern mythology of the urban space. Analyzes different approaches to the study of modern mythology. The myth carries the codes of the characters constituting collective representations, the metaphors of generalized empirical observations. Drawing an analogy with the studies of V. Propp, we see the following – a modern myth in its structure is much simpler than a fairy tale. This is primarily due to the fact that the state of contemporary culture, despite its diversity, represented in the discourse of the citizens, rather easier than for them (discourses) with a magical tale. Based on the above, we can conclude that the myth, as an

independent reality, changing the conditions of the modern city, the myth remains – emotional, plastic, ineradicable.

It can be designed, modified, describe and analyze the nature of it remains the same.

Keywords: myth, mythology, the typical story, the discourse of modern citizens.

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Cultural approaches to the phenomenon of synthesis of arts

The article discusses the culturological approaches to the phenomenon of synthesis of arts in the works of Russian scientists. Discloses the essence of this phenomenon, the history of development. The author identifies the specific features of this phenomenon based on the analysis of different interpretations of the phenomenon of synthesis of arts. These include the complementarity, mutual enrichment of the arts, the formation of a qualitatively new entity in the form of synthetic art, the conflict of different arts. In turn, this is due to the process of interaction of opposite elements inside a specific form of the arts and between the arts in general. The article focuses on connection of the phenomenon of synthesis of arts and a holistic, panoramic way of human perception. In this context, examines the role of synthesis of arts in the formation of comprehensively developed, harmonious personality.

Keywords: the synthesis of the arts, interaction, syncretism, the Silver age.

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The artistry as problem margin of photography. Relationship of photography and painting

In the context of the visual turn, characterized by a change in the vector of communication, the role of photography is increasingly increasing. Turning to the history of the formation of photography as an artistic practice, it is worth paying attention to the relationship with its immediate context, namely painting. Painting for photography was a guide to the artistic and aesthetic language. This similarity of the two arts is due to the fact that, as a visual art, the picture is occupied with the solution of problems similar to the painting: the transfer of space and volume on the plane, the construction of a harmonious composition and the search for a light-tonal solution. In this case, within the artistic direction of photography, you can trace several of its forms, in each of which there is a connection with the picturesque tradition.

Keywords: visual turn, aesthetic experience, art photography, pictorial photography

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The development of russian north America: The emergence of russian-american cultural relations

This article is devoted to the first period of the appearance of Russian subjects in North America (from 1840s to 1960s), which was considered through the prism of the genesis of Russian-American cultural relations: the discovery of the North American continent, the formation of the first settlements, exploration of territories, establishment of friendly relations with the indigenes, contribution to their education and acculturation of life. The study showed that the centuries-old Russian domination in the territories of Alaska, the Aleutian Islands, California, had a significant impact on both the culture of Native Americans (acculturation, as result) and the USA own culture (the preserved Russian heritage today is an inalienable historical part of the country). The author concludes: it was these circumstances that served as a solid foundation in the establishment of Russian-American cultural relations.

Keywords: Russian-American cultural relations, Russian settlements in North America, Culture and history of Russian America, Fort Ross, Native American culture, Russian heritage in USA.

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Features of upbringing in the context of contemporary Japanese media culture

At present Japan has a large number of unique cultural phenomena, which is not easy to explain from the position of classical aesthetic thought, because of the dominance of categories such as rawaii, for example, the appearance of the person, which can be called rawaii, will be endowed with some features cute and naive and sometimes childish. Cute face will be nice when it synthesizes the traits of childishness and naivety and dominates the beginning of a beautiful aesthetic. In modern Japanese culture it is often a substitute for the concept of beauty. Therefore, the attributes of a person constituting the image rawaii, represents a semantic field that consists of various elements that reflect his inner image. The authors of this article consider the problem of upbringing and education in the context of art and mass culture, combining analysis of narrative ness and aesthetic form, with the conditions that created them.

Keywords: Japan, japanese culture, education, upbringing, aesthetics, ethics, cultural studies, philosophy.

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Features carnival traditions of Belgium (culturological aspect)

In the article the author discusses the features of the carnival traditions of the Kingdom of Belgium on the example of the people's carnival festivities in the town Letary Stavlë (Stavelot) Province of Liège (Liège). It is noted that the active support of the state of carnival traditions and folk-carnival festivals guarantees the preservation of the ethnoidentity of the society as an integral part of the reproduction of the cultural genome. Cultural aspect of understanding the specifics of the carnival tradition includes reflection on her laughter component and the nature of communication participants of national holidays, as well as the importance and significance of the characters, with their premises of origin and socio-semantic meaning, as well as their distinctive identity of

symbolic images with bright explicitness costumes and masks specific to the individual carnival festivities.

Keywords: cultural heritage, carnival, folk traditions, culture of Belgium, creation's folk laughter
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“Pamir” identity and integration issue of the pamir peoples in Tajikistan

In this article the specificity of the situation of small ethnic communities of the Pamirs in the territory of the Republic of Tajikistan in modern conditions is considered. According to the results of the analysis of the sociological research in the Pamir region a significant increase of interest from representatives of these ethnic communities to preserve their national identity is revealed. Special attention is paid to the situation of ethnic self-identification among the youth. Also there is observed that the complex of distinctive features characteristic of small ethnic groups of Tajikistan, due to objective reasons, hinders their full integration in Tajik society and contributes to the growth of misunderstanding in the relations between Tajiks and small Nations living on the territory of Tajikistan. Other factors that may have a diverse character and how to facilitate the integration of the Pamir ethnic groups in Tajik society and to influence its disintegration are identified. According to the results of the analysis of ethnic identity of small ethnic groups in the Pamir region activities that will help to reduce the prevalence of nationalistic and chauvinistic sentiments among the population of the Pamirs and in particular among youth and adolescents are offered.

Keywords: culture, ethnic minorities, the Tajiks, traditions, ethnic identification, ethnic community.

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Akram khan and the acquisition of a new identity the genre of contemporary indian dance

In article an attempt of the analysis of interactions of the existing cultural and art traditions in the course of evolution of the Indian dance in the context of globalization and cultural modernization is made. Main types of the Indian dance in connection with cultural changes under the influence of civilization alternatives “West-East” are considered. In work specifics of language of the Indian dance originating from nomadic bards of Katkhakars of Ancient Northern India are investigated. The author traces transformation of language and codes of traditional culture (traditional dance) during a postmodernization. The primary attention is paid to creativity and Akram Hang's innovation. The general tendencies and concrete statements of the choreographer, elements of his innovation are considered and the generalizations concerning a world outlook role of dance, its value for cultural and social identity become.

Keywords: dance, Indian dance, dance as text of culture, theater of dance, Akram Hang, globalization, Postmodern

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Sociocultural adaptation of africans in RUSSIA

In this article the issue of adaptation of foreigners in Russia taking into account an ethnic group is touched. Every year more and more foreign pupils comes to Russia for receiving the higher education and each foreign student objectively passes adaptation process. The description of levels of adaptation of the African students to the Russian conditions is also presented in article. An important aspect of adaptation of foreigners to the new social and cultural environment is cultural shock which is also analyzed by the author in article in relation to the specified ethnic group. On the basis of the analysis of empirical material the thesis about need of development of methods of successful implementation of social and cultural adaptation, for the purpose of the minimum experience of cultural shock and the easiest adaptation to others cultural environment is offered.

Keywords: culture, society, adaptation, students, Africans.

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Research of the leisure industry in Russia: the social and cultural aspect

In article the urgency of research in the field of the leisure industry in the aspect of social and cultural activities. Stresses the importance of axiological issues, and the risk of adverse phenomena that accompany the development of leisure industry. The search is conducted the priority directions of research of a phenomenon of the leisure industry, attempted systematization. Describes the experience of scientific-practical seminars, summarizing the results of studies the leisure industry, raised issues of personnel training for the leisure industry.

Keywords: leisure industry, technology, social and cultural activities, professional training.

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Local history activity as factor preservations of the native language

The article is devoted to the issues of familiarizing children and adolescents with national languages and culture, creating pedagogical conditions for organizing local history activities. Thematic projects dedicated to the study of a small homeland, contribute to the development of patriotism. The past and present of the native village or city, the interpretation of the names of its streets, the study of the main monuments and attractions, biographies of famous countrymen – all this enriches the spiritual world of human.

Keywords: Far North of Russia, rite, folklore, regional studies, social and cultural activity.

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The use of the potential of art and exhibition space, and place in the activities of the gallery of the student center (ZAGREB, CROATIA)

The concepts of „space“ and „place“ are interesting and relevant objects of research in many humanities and social sciences, like philosophy, sociology, ethnology, anthropology, art history, curatorial practice and other. The article analyzes this concept in the field of art history and curatorial practice using the example of the Student Centre Gallery (SC Gallery) in Zagreb from the beginning of 1970s to the present day. In addition to the definition and categorization of space, the article further shows the function and meaning of space within art and curatorial practice. Space is always connected with work of art (painting) – in two directions. The use and study of space is presented in chronological order with contemporary art forms (definition and dynamics). The article also explains the concept of „place“, its function in time, and its relation to space.

Keywords: space, place, conceptual art, art intervention, curatorial practice, contemporary art, Student Centre Gallery, Zagreb, Croatia

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Professional competence of the librarian in the era of globalization and information societies

The article shows the features and specifics of the library profession in the context of globalization and Informatization of society, pointing out the main directions of development of a library of its own benchmarks informational, educational and cultural – educational work. The author considers the current direction of the library-informacionnoy activities from the standpoint of the competence approach, which is represented by two polar directions: competent as a universal personality trait library specialist and competence as an individual quality, which is manifested in the discharge of his professional duties.

Keywords: library professionale, globalization and informatizatsiya companies, competence-based approach in library and information activities.

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Course work as a learning activity in the structure of the training library and information professionals

The article attracts attention to course work as a means of attracting future librarians to research, design and innovation. We present the experience of the Department of library science and bibliology Moscow State Institute of Culture on the organization of coursework at the bachelor degree in “Library and information activities”. Specifically, we study the choice of coursework in preparation of masters in library and information work. Economic and pedagogical effectiveness of the course work are analyzed.

Keywords: library and information education, undergraduate, graduate, librarian, course work, educational activity, educational activity, pedagogical effectiveness.

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Hierarchical structure of personality and the resources for its development

The article discusses the hierarchical structure of personality, which in its development is moving from a biological outbreak associated with nutritional food and survival, to the beginnings of social and spiritual order, in which men tend to show their best anthropological properties and qualities. The concept of diet in the article has a narrow and in a broad sense. Diet in the narrow sense, involves the regular consumption of nutritional food, essential for biological survival of the organism. Diet in the broad sense believes that, as it stated in the Bible, «not by bread alone». Products “food” for the formation and development of man should be all things and events as socio-cultural and political plan, with which man is faced in his daily life. A fundamental point for the implementation of progressive personal development is communicating with images of art that demonstrate of developing the individual images of a desired future, first at the level of the physical body, and then at the level of psychological, social and spiritual values. The latter are Existential values, which, according to Abraham Maslow, a represent moral health and higher anthropological perfection.

Keywords: existence, the diet, the pyramid Maslow, the hierarchy structure of personality, Existential values, art education, culture, art.

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The model of musical performance skills

As a result of years of research, studying real performance practice revealed that the achievement of a performing musician of a high level of skill is possible if he has knowledge about the processes taking place during the game (coordination, attention, emotions, self-control, appropriate QUESTS), conditions, qualities and his capabilities and knows how to use them. It is not only the cultural basis of his musical thinking, but also allows it to actually control the action, in accordance with the achieved level of culture actions, feelings and perceptions. Assimilated by the consciousness of the musician-by the laws, conditions, provisions, principles turn into practice in the rules of professional conduct, and in theory – in model of musical performance skills.

Keywords: performance culture, the model of performance skills, the system of laws QUEST (coordination, attention, emotions, self-control, practicability), the conditions, methods, quality.

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Pedagogical conditions of formation of vocal arts in the modern university culture

This article discusses pedagogical conditions of formation of vocal techniques, students of culture by means of jazz. Presents the methodological foundations of teaching jazz singing and vocal arts in General in modern high school culture. The article gives a brief analysis of jazz history and current state of this genre of music in higher education. As methodological recommendations are available at contemporary approaches to development skills of pop-jazz singing, borrowed from professionally performing and teaching experience of Larisa Dolina. The article partially disclosed the inner content of the pedagogical process in the vocal class of the Department of pop singing,

principles of technique in speech, singing, stage skills of the students. In the present article an attempt is made to discover the peculiarities of vocal jazz training in modern university culture.

Keywords: vocal skill, features of development, variety singing, jazz singing, vocal technique, blues, jazz, variety performance

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Pedagogical contradictions of professional training of students of art

The article is devoted to pedagogical contradictions in the process of professional training of students of art. Considering the problem in line with the common challenges of Russian education, the author analyzes the possibilities and positive aspects of the pedagogical contradictions in this process, highlighting the specific features of preparation of graduates of art as creative individuals. Pedagogical contradictions presented by the author in the context of the positive role in formation of professional competence of students of art. The author distinguishes and analyzes three groups of contradictions. The article suggests ways to improve the teaching and creative process in the University to address identified contradictions.

Keywords: pedagogical contradictions, reform the education training, students of art, creative personality, quality of education, methods, forms, means of education at the University.

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Monitoring of the state of health in the development of programs for the development of physical culture of students: the example of MSIC

The article presents results of monitoring of the health status (functional state) of students of 1–3 courses of the Moscow State Institute of Culture, given the nature (diagnosis) of the incidence of student youth. Given the algorithm of formation of medical groups – basic, preparatory and special for physical culture classes, features planning tools for the growth of physical fitness and prophylactic morbidity. Special attention is paid to the role of physical culture at the modern stage of society development, including taking into account the competitiveness on the labor market.

Keywords: students, physical culture, programmer, health, medical group, disease, bodily exercises.

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Organizing and conducting training by the method

“school of movement” at the initial stage of sport training in complex coordination sports

In the article the analysis of application of choreographic methods is conducted in sport on the initial stage of preparation of sportsmen for their quality preparation to the competitions and rapid adaptation after competitions. Examples of exercises of methodology of organization and realization of employments are made “School of motions”, based on the choreographic methods adapted to sport, on the initial stage of sporting preparation in the difficult-coordinating types of sport, such as a figure-skating, synchronous swimming, calisthenics, sporting gymnastics and other

Keywords: choreography, choreographer, grace, sport. trainer, school of motions, difficult-coordinating types of sport, sporting competition, pedagogic, exercise.

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REVIEW OF THE BOOK BY V. A. REMIZOV

AND V. S. SADOVSKAYA “CULTURAL ANTHROPOLOGY”

Review of the edition: Remizov V. A., Sadovskaya V. S. *Cultural anthropology: a textbook.*
Moscow,

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Keywords: cultural science, personality, cultural practice, cultural and anthropological coordinates, civilization.

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