

## THE THEORY OF CULTURE

### **THE PROBLEM OF THE FUTURE: THE SOCIAL AND PHILOSOPHICAL ASPECTS**

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The author considers the problem of the future on the basis of an analysis of concepts related to the development of the scientific and technological revolution in the conditions of the modern information stage of civilization. Special attention is paid to theories in which the model of the future human society is not directly related to the technotronic society, which absolutizes the technological side of progress. Noting the possibility of the impact of new technologies on the transformation of the biological nature of man and his natural identity, the author justifies the actualization of ethical issues in socio-philosophical thought, the importance of taking into account the ethical category in analyzing the realities of the modern stage of civilization, its contradictions, deviations from the ideas of humanism, over human dignity in the name of affirming the “right of the strong” in the pursuit of world domination. It is pointed out that the intensification of confrontations on the part of peoples and countries that do not want to put up with the “new form of totalitarianism”, the aggravation of the opposing economic and geopolitical interests of different countries puts humanity at the threat of degradation of its civilizational state, which determines the search for ways to get rid of violence, the stage of civilization, the civilization of real humanism, which guarantees the creation of all conditions for the spiritual development of the individual.

**Keywords:** civilization, modernization, information technologies, spiritual development, globalization, transformation, development models, society of the future.

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#### **EVIL AS A PHENOMENON OF CULTURE**

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The article analyzes the main motivations for illegal human behavior, and concludes that evil is not considered to be the actions of a person, but their inconsistency with existing laws, rules, customs. In addition, evil is usually considered harm done to the collective interests, and from the New time also to the individual interests of people. Naturally, in every epoch evil was different actions, violating the dominant values.

Keywords: culture, values, evil, customs and rituals, religion, property, civil rights, power, self-interest, ideas, ignorance.

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#### **CULTURAL DIPLOMACY AS A TOOL FOR DESIGNING AND BROADCASTING THE ATTRACTIVE BRAND OF THE RUSSIAN STATE**

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The article considers international cultural cooperation as an important direction of the state cultural policy of the Russian Federation. The authors analyze the tools of international cultural cooperation, through which a positive image of Russia and Russian culture is formed. The article deals with the original components of the brand of the Russian state, the possibility of using places of power, dual power, what constitutes an organic fusion of Christianity and paganism, elements of sacred place names: Novgorod, Solovetsky monastery, the Russian North and the ITIL-Volga river. The elements of this old-new brand can be the Union of forests and

steppes, endless Eurasia. International cultural cooperation in this context serves as a tool to convey this attractive image – the brand of Russia to a wide international audience.

Keywords: cultural policy, international cultural cooperation, cultural diplomacy, Ministry of Culture of the Russian Federation, brand.

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#### **ACTUALIZATION OF THE CONCEPT “BORDER” IN MODERN RUSSIAN REALITY**

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The authors analyze the reasons for the actualization of the concept “border” in Russian society. The introductory part of the article is devoted to the consideration of the concept as a socio-cultural phenomenon, its instrumental capabilities in identifying the implicit structure. The authors further define the aspects that contribute to the conceptualization of the word “border”, and identify correlated concepts and ideas. It is emphasized that this concept is now used in various discourses, but most often in political ones. The next section of the article analyzes the geopolitical and socio-cultural factors that contributed to the transformation of this concept into one of the sense-forming factors in the conceptsphere of Russian/Russian civilization. The authors emphasize that the problem of territorial belonging is always connected with the question of the space of power. In this regard, the concepts correlating with it are revealed: “frontier” as a special socio-cultural space, “identity”, “own-alien”. It is noted that under the influence of the philosophy of postmodernism there is a process of transformation of the last antinomy and leveling of its polar components, its transition to the tolerant formulation “own – another”. In conclusion, the authors consider the potency of using the concept “border” to identify trends and structures (core – periphery) of modern Russian socio-cultural space.

Keywords: concept, frame, conceptual sphere, identity, Another, friend or foe.

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## **LOCAL SUPERTEXTES AS A FORM OF REFLECTION REGIONAL DIVERSITY OF RUSSIAN CULTURE**

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The regional diversity of Russian culture is considered by the author as an important and inalienable quality of it and is analyzed on the basis of local supertexts of culture. Local supertexts are considered as peculiar supports of the national semiosis, which accentuate its important semantic points while simultaneously fixing its external boundaries. The content space of local supertexts, where the locus correlates with the capitals, allows one to sense and comprehend the “blooming complexity” of the modern Russian culture, which is embodied in a symbolic form, in which horizontal breadth, continuity and polyvariance coexist with the idea of the vertical dominant of a single and stable center.

Keywords: cultural text, local text, local supertext, cultural identity, regional culture, “blooming complexity”

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## **THE HISTORY OF CULTURE**

**“EVENINGLY PROTECTING THE FREEDOM OF FAMILY CENTER”:** CULTURE OF

## **EVERYDAY EMIGRANT FAMILY (1920–1930s)**

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The article deals with cultural, legal, social features of everyday life of emigrant families from Russia. An analysis of the cultural diversity of the everyday life of the Russian colonies throughout the world in the 1920s–1930s leads to the conclusion that the family has a decisive role in the choice of the emigrant for a further life path that could lead to one of two possible options: accelerated assimilation or the creation in emigres of closed cultural and national characteristics of communities, which in the end became the basis for the phenomenon of “Russian world” in foreign countries.

Keywords: culture of Russian emigration, assimilation, social adaptation, Russian world, everyday life, everyday culture, Civil war in Russia.

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## **CINEMA AND THE DISCOURSE OF POWER IN THE SOVIET UNION OF THE 1920S – THE FIRST HALF OF THE 1930S**

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The article considers the early period of the formation of Soviet cinema taking into account the new socio-cultural and economic realities of the USSR. At this stage, the cinema is directly involved in the life of the society as an ideological tool of mass impact, which sets the vector of understanding events and actions to the broad sections of the population. The author dwells in detail on the creation of key documents and organizations regulating the role and place of cinematography in the new Soviet culture. A separate attention in the article is paid to the practice of commented films, which was formed in the 1920s, and had as its aim an intentionally explanation of the films by the specially trained political workers of Agitprop, the so-called “red commentators”. The author notes that the oral accompaniment of the film by the lecturer in a certain way included the artistic fiction of the painting in the topical summary of real events, thus embedding the work of art in a system of power discourse.

Keywords: ideology, authoritative discourse, Soviet cinema, Agitprop, cultural film, lecture, commented film demonstration.

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## **ORTHODOX CANONICAL MUSIC AS A PHENOMENON OF RUSSIAN CULTURE: THE END OF THE 20TH CENTURY – THE BEGINNING OF THE 21ST CENTURY**

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The article is devoted to the Orthodox musical culture in the context of the new paradigm of the 21st century: globalization, gluts of information landscape, the secularization of the spiritual culture. Contemporary church culture has faced at the current stage with acute problems of secularization of culture throughout the 18-19th centuries. Lifting problems of a tipologization of orthodox musical culture, the author of article shows advantages of semantic approach in the study of Orthodox musical culture as a self-developing system, which has its own mechanisms of restoration of semantic order: eternally new ascension to the Prototype, the reflection of the tran- scendental reality, the timelessness, the primacy of text over music, the canonical principles of working with the material. As the most progressive direction the author identifies the contempo- rary canonical musical culture presented by creativity of the deacon Sergiy Trubachev, G. N. La- payev, the hierodeacon Herman Ryabtsev, G. B. Pechenkin, V. B. Dovgan and others.

Keywords: a semantic approach to a research of orthodox musical culture, the restoration of se- mantic order, canonical musical culture, musical and intonational foundation of national culture, self-defense mechanisms of culture, the relevance of the semantic approach.

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The mask as a cultural form in the age Of Renaissance (The “Face” Of Mr.

Shiko)

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The essence of the mask as a form that structures the historical and cultural process through the reproduction of the meanings of culture acts as the central problem of research. The article gives an analysis of the processes of desacralization of object masks and the formation of an unpredictable form of a form, a characteristically characteristic Renaissance.

The paper presents an overview of the existence of a mask in three dimensions of the culture of the Renaissance – the penitentiary system, the buffoonery-buffoonery and masquerade environment. The authors show how, in the Renaissance, through the revision of Christian dogmatics, a return to an interest in earthly life occurs, which entailed the revival of the “carnival” ways of representing the subject in a cultural form – a mask. The authors clarify the genesis of the imperceptible mask in the course of the formation of a specific standard of cultural activity – buffoonery. The text represents the reconstruction of the masks of Antoine d’Angliaré – the historical persona of the Renaissance – widely known as the “clown of Chicot”. Semantic interpretations of the content of masks-“faces” Shiko are argued by the value orientations of the cultural-historical period.

Keywords: culture, mask, cultural form, Renaissance, jester, Shiko.

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## **REPRESENTATION OF THE ARTISTIC PRINCIPLES OF THE BAROQUE IN CONTEMPORARY ART**

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The article is devoted to revealing the reasons for interest in baroque in modern culture, the analysis of its individual manifestations through forms of translation in contemporary Russian and foreign fine arts and cinema. The

author highlights the most relevant interpretations of the plot motifs of the Baroque in the cinema, in which there is a phenomenon of illustrative decoration, oriented to the knowledge of the real world through the perception of illusions. The genre of fantasy is analyzed, in which there is a gradation of the attributes of lush and luxurious external elements. The author considers the basic prerequisites of interest in baroque culture in contemporary art through mass broadcasting and its promotion in various exhibitions on the territory of Russia, where this phenomenon over the past few years, is actualized and is consistently represented in the social and cultural space. The aesthetic potential of the Baroque, laid down in the subject and visual artifacts associated with modern fashion, photography and cinema, is revealed.

Keywords: culturology, Baroque culture, modern cinema, fine arts, Baroque forms.

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#### **ETHNO-CULTURAL ASPECT OF THE RESEARCH OF THE BULGARIAN NARRATIVE**

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The aim of the article is to analyze the influence of the ethnic factor on the social and cultural specificity of verbal behavior on the example of the analysis of the Bulgarian narrative. In this article the author refers to ethnic culture, ethnic identity and self-identity, reveals the role and place of the language in the process of ethnogenesis, describes the nature and specificity of the influence of ethno-cultural characteristics on the individual's verbal behavior, and analyzes the specifics of narrative activity of the individual as well. This paper summarizes some aspects of ethno-cultural and social characteristics of the Bulgarians, defines and explains the key cognitive areas inherent to Bulgarian mentality. As a result of the analysis, the author determines the orientation of informants on the selected key cognitive areas, typical for Bulgarian mentality. It is determined that the denoted peculiarities of the Bulgarian mentality are manifested and remain unchanged despite the language code choice and it indicates the fact that the ethnic mentality and the linguistic view of the world of people belonging to the same ethno-cultural community, but speaking different languages, remains similar in its main outlines.

Keywords: mentality, linguistic world-image (linguistic view of the world), key words, narrative.

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### **TRADITION OF THE MUSICAL CULTURE OF TAJIKISTAN AS A MANIFESTATION OF ITS IDENTITY**

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The article deals with the issue of traditionalism in the musical culture of Tajikistan. The concepts of “heritage” and “inheritance” as a process of the value transformation and their manifestation in the Tajik musical culture are analyzed. The issue of innovation and preservation of ethnonational is being raised. The musical styles of different regions of Tajikistan, their features are revealed. The main feature in the musical folklore of the Tajik people is the connection between the metro-rhythm of melody and the rhythmic rhymes. On the basis of this, it is concluded that, despite today’s globalization, the musical traditions of the Tajik people are not only preserved, but are also the foundation of the modern composer school, which is the main component for the formation of the musical culture of Tajikistan in the aspect of its contemporary process.

Keywords: tradition, music culture, Tajik music, heritage.

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### **MODERNISM OF THE BEGINNING OF THE 20TH CENTURY AND ITS PRINCIPLES OF ARTISTIC COMPREHENSION OF THE MODERN WORLD**

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The article considers the process of the formation of modernism in the

context of the positions of some modern researchers of the history of artistic culture. Systematically comprehended the historical prerequisites for the emergence of modernism: natural, scientific, social, artistic, which formed the basis for a new picture of the world of the twentieth century. The conclusion is drawn in the article about the cultural diversity of the origins of modernism. Artistic and creative basis of modernism was the search for new expressive forms, the cultural drama of creativity itself, which was reflected in the works of outstanding personalities of the twentieth century. The epistemological basis here was individualism, alienation from the contradictory realities of the objective world, elements of mysticism, “mechanization”, the rationalization of the attitude to the world and the euphoric forms of emotionalism. The article attempts to reveal the main stages in the formation of modernism as a social and cultural phenomenon.

Keywords: culture, art, modern, artistic culture, artists, painting.

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#### **TRAINING OF DIRECTORS IN THE CONTEXT OF INTERACTION BETWEEN CULTURES OF RUSSIA AND AMERICA**

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The article deals with the training of Directors for the drama theater in the course of interaction of theatrical cultures of Russia and America. In English-speaking countries – it is mainly the experience of individual vocational training; in the USSR and in the new Russia-the mass of fundamental education. Trends of active interaction of cultures lead to integration and mutual enrichment of the developed traditions. The author shows positive historical experience of interaction of specific teachers (K. S. Stanislavsky, M. Chekhov, Lee Strasberg, R. Boleslavsky) and mutual enrichment of their theatrical and pedagogical methods. Typical for the training of filmmakers in post-war theatre of Russia became the methodology of the effective thinking, nurturing creative individuality and professional technologies in America. In the modern theater there is a need for better individual education of Directors on the basis of the experience of both countries. Another prerequisite for training specialists is the task of developing a universal methodology for the professional education of a Director.

Keywords: director's individuality, authorship of direction, methodology of creativity, effective analysis method, Stanislavsky system, modern theater, director's freedom, studio, improvisation.

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## MODERN CULTURAL PHENOMENA

### **VALUE-CIVILIZATIONAL ASPECTS FOR CITES INCLUSION ONTO THE LIST OF WORLD HERITAGE: RUSSIAN EXPERIENCE AND PERSPECTIVES**

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The author states that the value-civilizational aspects of the inclusion of Russian sites on the UNESCO World Heritage List should become landmarks for the purposeful implementation of the national cultural policy for the rest of its subjects. The integrity of the representation of objects in the unity of their cultural-historical, aesthetic content combined with moral spiritual meaning become the most important condition for the qualitative actualization of cultural heritage in the modern socio-cultural space. The experience and prospects for Russian sites inclusion onto the World Heritage List are revealed on the ways of hierarchical combining of world and national attributes in the outstanding value of cite, its appeal to the eternal spiritual, imperatives and images, which is so typical for Russian civilization and culture.

Keywords: outstanding universal value, Russian civilizational values, Russian cultural heritage management, Russian objects of the World Heritage.

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## **TYOLOGY OF BELGIUM HOLIDAYS: PHILOSOPHICAL CULTURAL ANALYSIS**

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The author in the article reveals the typological features of the festive culture of Belgium as a philosophical and culturological category. Conclusions are drawn about the need for a conceptual approach to the typological classification of the holiday. A full description of the characteristic typological features of the Belgian holidays is given, proceeding from the specifics of their conduct, the scenario specificity, the place of their conduct. Based on the conducted studies, the author cites a typological system for the classification of holidays with an analysis of the problems of the festive culture of Belgium and its role in globalization processes. The article also analyzes the influence of the festive culture on the social integration, consolidation and inculturation of the society in the polylinguistic society of Belgium.

Keywords: holiday, festive culture, Belgium, holiday typology, ethnocultural identity.

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## **SHOPPING CENTER AS THE REALIZATION OF THE CONCEPT OF AN IDEAL CITY**

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This article examines the cultural space of a mall, how the idea of an “ideal city” is realized, and comparatively analyze the communicative structure of a mall and a metropolitan city, and this article also examines the gender aspect of communication in a mall. Communications in malls are structured around consumption, and visual images help to guide the behavior in a certain direction, corresponding to socially approved cultural stereotypes and gender norms. It is concluded that the communicative environment of mall has similar features to the communication environment of the metropolitan city, and women occupy a central position in the consumer universe of a mall, becoming the position of “I” instead of the dominant

culture of the position of the “Other”. The man in the communicative situation of the shopping and entertainment center takes the position of the “Other”.

Keywords: shopping center, communication, metropolis, consumer society culture, gender stereotypes, cultural adaptation, visual communications.

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## **METHODOLOGY OF SCIENTIFIC RESEARCH**

### **HUMANITARIAN DISSERTATION RESEARCH IN RUSSIA: ANALYTICAL DISCOURSE OF SCIENTIFIC WORKS**

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The article presents the results of measuring the documentary flow of dissertation research for 2015–2017 on scientific specialties: "Library Science and Bibliography", "Theory and History of Culture" and "Social and Cultural Activities". Lacunae have been identified in the choice of research research topics. It is suggested that there is no correlation between the choice of scientific topics and the current issues of social regulation of the socio-cultural sphere, whereas today it is necessary to concentrate our efforts on a comprehensive analysis of the historical milestones of the advancement of Russian society, identifying the best achievements along the way, improvement of spheres of life, with the allocation of demarcation lines, and sometimes even delusions, but with a mandatory vision of constructive that will help our societies and our fellow citizens to build a truly prosperous Russia. The authors substantiates the conclusions about the need to develop the most relevant areas of culturology related to the interdisciplinary approach and the more professional reliance on the research methodology, on the specificity of the “language” of dissertational works.

Keywords: dissertation, humanitarian research, research topic, subject of research, scientometric measurements, document flow.

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## EDUCATION IN THE FIELD OF CULTURE

### **PROFESSIONAL STANDARDS IN EDUCATION AS AN INSTRUMENT FOR THE FORMATION OF THE NATIONAL SYSTEM OF TEACHER PROFESSIONAL DEVELOPMENT, GROWTH AND CAREER**

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The article is devoted to actual problems of development of National system of qualifications in the sphere of education of the Russian Federation. The article analyzes the main trends in the development of the National Qualifications Framework in the field of education. The professional standard of the teacher is considered as a basic tool for the formation of the National system of teacher professional development, growth and career of the teacher. The need for the formation of a National system of teacher professional development, growth and career of teachers is determined by the systemic changes currently taking place in the education system, and increasing the role of teachers in innovative processes aimed at achieving a new quality of education. In accordance with the concept of the formation of the National system of teacher professional development, growth and career, the teacher is invited to develop procedures and criteria for a unified federal assessment for the category and relevance of the position, as well as the forms of assessment and attestation.

Keywords: professional pedagogical activity, qualification, labor function,

competence, profession- al standard, National Qualifications Framework, the National system of teacher professional development, growth and career.

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## **SOCIAL AND CULTURAL ACTIVITIES**

### **ENVIRONMENTAL APPROACH IN THE ETHNOPEDAGOGICS**

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The article is devoted to the necessity of forming the children educational environment content, among them the tool of ethnopedagogics. The author focuses on the importance of studying folk art culture at the present stage, using the methods of ethnopedagogics and folk pedagogy. The author considers various definitions of ethnopedagogics, environmental approach and environment. The author shows that the environment has always been an important part of folk pedagogy, which taught and raised children. Educational environment that uses the products of folk handicrafts, will form a cognitive interest of children to folk arts and culture. The child who learn it can get the multinational Russian society spiritual values.

Keywords: ethnopedagogy, environment, environmental approach, folk pedagogy, folk handicrafts in education, Project “Folk culture alphabet”.

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### **EVENT-TECHNOLOGIES AS A TOOL FOR THE IMPLEMENTATION OF SOCIAL AND CULTURAL PROJECTS IN THE CREATIVE INDUSTRY**

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The article analyzes the current conditions for the development of cultural industries, reflects the content of the concepts of “creative industries”. Classification of components of event-technologies as tools of complex development of the creative territories promoting to solve managerial tasks, to form positive image, to support competitiveness of the producer in the market of cultural services is given. Examples of the functioning of the institutions of the cluster of culture as sites where already applied innovative technologies of the organization of socio-cultural activities. The article considers the essential characteristic of event-technologies as a special mechanism of organizing social and cultural events and events in the modern conditions of development of the creative industry of the city. The study demonstrates the importance of the development of the quality of cultural product in the urban environment through the use of event-technologies.

**Keywords:** event technologies, event management, creative industries, social and cultural activities, creative clusters.

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