

CULTURAL PROCESSES AND PHENOMENA

24.00.00 – Culturology

NOTIONS OF CULTURAL DYNAMICS AND STRATEGIES OF CULTURAL POLICY

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The article discusses how the idea of the socio-cultural dynamics of the forms for a society model of cultural policy and political activity. It is assumed that in the modern world, the basic model representations about the dynamics of culture becomes postevolutionism. The article concludes that in terms of “non-linear modernity” are the most effective cultural policy models based on postevolutionism.

Key words: cultural dynamics, cultural policy strategy, cyclism, linear conception of history, evolutionism, postevolutionism, nonlinear modernity, cultural diversity.

PROTOBRANDING AS AN ELEMENT OF THE NEW DIGITAL CULTURE

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The article analyzes the advertising communication as a sociocultural phenomenon evolving in the Internet based on the ideology of web 2.0. Differentiation of functions of traditional and new advertisements was the natural result of cultural genesis, give impetus to new forms of communicative culture. Analyzes the impact of online communication force protection, new digital forms both in production and in consumption of cultural objects n and its impact on the new target audience. The authors argue that advertising communication has traditionally been an integral part, a kind of “mirror” of the Russian culture. The logical is to examine this phenomenon in historical and cultural context in order to identify the historical background

of occurrence of this type of communication in Russia and its genesis in contemporary media. The ongoing transformation of the media environment in the longer allow us to speak of human activities on the Internet as a new form of cultural reality.

Key words: proto-brand, Internalization of society, the masses in the network space, comics, demotivators, viral articles, posts, inculturation.

THE CNN EFFECT AND ITS INFLUENCE ON THE DEVELOPMENT OF THE GLOBAL MEDIA SPACE

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This article deals with the specificity of the term “CNN effect”, which is the ability of global news to influence the adoption of political decisions, as well as the impact of this phenomenon on the development of the world’s media space. It is noted that researchers still have not come to consensus on interpretations. Some believe the term “myth”, others tend to argue that the notion of “the CNN effect” helps the global elite to make important political decisions based on unverified and often false information. Some scientists believe that it makes influential politicians to have a political position, as they are in real time and there is no way to think about the situation. The author concludes that despite the negative experience, sometimes the “CNN effect” is able to work for the good of civilization.

Key words: CNN effect, media space, information, news, politicians, military conflict, live.

THE INFLUENCE OF ANTHROPOSOPHICAL IDEAS OF R. STEINER ON THE BEAUTIFUL TRIPTYCH OF V. A. VATAGIN “THE EVOLUTION OF WORLDVIEWS”

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In this article the influence Rudolf Steiner’s anthroposophic ideas on the formation of the artwork collection of the State Darwin Museum (SDM) is examined, based on the work of the painter Vasily A. Vatagin. The founder and the first director of SDM – professor Alexander F. Cotes, was a passionate admirer of Johann Wolfgang von Goethe, and this, in turn, attracted him to the anthroposophic ideas. Besides this, Alexander F. Cotes, as well as all the intellectuals of the beginning of the last century, believed that the art promotes the spiritual development of the human, and

that motivated him to collaborate with the remarkable artist Vasiliy Vatagin to create the exposition of the natural-science museum. The author of this article discovered certain parallels by comparing the artistic program of the murals of the building of the first Goetheanum with the oil paintings of the Vasiliy A. Vatagin, that made possible to reveal the meaning of the triptych “Evolution of the World Views” from the point view of the anthroposophy.

Key words: art, V. A. Vatagin, A. F. Coates, Darwin Museum, anthroposophy, Silver Age

MUSIC AS PART OF THE INFORMATION SPACE OF MODERN RUSSIA

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This article analyzes the current state of the art of music as critical in information processes in culture and modern life. Raise the problem of accessing musical culture as a mechanism to stabilize the society. In connection with the development of information technologies, new, previously unknown phenomena and forms of mass art, the challenge becomes the reflection on the new “field” level features and boundaries of music as one of the subsystems of the total information Wednesday. It is important to understand that the problems generated by the information revolution, not limited to issues of technology, they have expressed the social and cultural dimension. Expanding the boundaries of self identity, including the electronic media makes it necessary to appeal to art as experience of reconstruction as a universal information system that contains the memory of mankind about the unity of the universe.

Key words: music, emotion, informative-culture space, emotional senses of relations, the action and constant property of musical art.

THE HISTORY OF THE DEVELOPMENT OF CHILDREN’S THEATER IN RUSSIA

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The article deals with comparative and historical analysis the meaning of the theatre for children and its elements in the history of Russian pedagogy. The most important personalities, methodological bases and their meaning in the whole context of the issue are considered. A consistent diachronic approach to the study of views on theatrical art for children allows the author to make some conclusions.

Comprehension the children's theater as a social-culture phenomenon has been a part in the course of deepening and strengthening of educational and pedagogical significance of the children's and youth theater movement. Gradually the complex and synthetic character of theatre art as a process of philosophical, aesthetic and moral upbringing of young generation has become more and more obvious. In this context it's clear the children's theater took an important place in the Russian pedagogical system as a field of collective interaction and co- creation of a number of specialists – from a producer to a musician.

Key words: history of the development, theatre creative work, children, art, artistic upbringing, education, staging, theatrical pedagogy, theatre, theatrical performance.

THE ARTISTIC NATURE OF STAGING OF THE PAGEANT: THE SEARCH FOR IMAGINATIVE SOLUTIONS

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The article considers the essence and specificity of imaginative solutions the scenography of the pageant. The story of the staging of the pageant, which is expressed in art tasks generated by the Director. The most important feature of the scenography of the image is the integrity in time and space. The artist aims to build the art space aesthetic environment, emotionally accurately transmitting the idea of the whole and its genre. Discloses the technology of theatrical layout and sketches, revealing the image of the pageant.

Key words: theater artist, artistic image, a theatrical performance, directing, theatre festivals, theatre layout.

EDUCATION IN THE CONTEXT OF THE MODERN ERA

13.00.00 – PEDAGOGICAL SCIENCES

HUMAN, SOCIETY, THE STATE AND THE GRADUATE SCHOOL

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The article analyzes the peculiarities of changes in the training of specialists at higher school in Russia in conditions of the liberalization of society. Modern state of the population is called demographic transition. It is also related to the depopulation and minimization birth rate in the country. These processes have a significant impact on the operation of the whole system of education. They also affect the training of highly qualified professionals to implement innovative processes in all spheres of modern social reality. The article is addressed to all interested in the problems of training of specialists in transitive Russian society.

Key words: demographic transition, human capital, philosophy of postmodern, the simulacrum, the Bologna process, information society, the objective function of high school, communicative and competent person, index of human development.

UNIVERSITIES OF CULTURE: A LOOK INTO THE FUTURE**A. A. Sukalo**

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This article explores the role of universities in the context of the culture of modern information processes, the formation of a network structure of society, the necessity to change their status and mission for the effective staffing of the state cultural policy.

Key words: cultural policy, cultural universities, network society, social and cultural activities.

MARKETING TECHNOLOGY EDUCATION THE ACTIVITIES OF THE UNIVERSITIES OF CULTURE

V. E. Novatorov

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Describes the General features and distinctive features of marketing in the sphere of higher education, discusses the typology of marketing the role of marketing technology activities and management in higher education, traces the evolution of marketing with regard to educational activities, is the system of marketing activities in the universities that train personnel for the sector of culture and art.

Key words: marketing, types of marketing, practical marketing, marketing management, marketing research, educational marketing, marketing technology.

TECHNOLOGIES OF SOCIO-CULTURAL EDUCATION

13.00.00 – PEDAGOGICAL SCIENCES

THE ACTUAL CONDITIONS FOR THE DEVELOPMENT OF EVENT-TECHNOLOGIES IN CULTURAL INSTITUTIONS OF MOSCOW

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The article analyzes the development of event-technologies in cultural institutions of the city of Moscow as a tool of marketing communication that contribute to the solution of complex management problems, formation of a positive image of cultural institutions and to maintain their competitiveness in the market of cultural services. Discusses a new approach to the construction of the urban environment, innovative methods of management of socio-cultural life of citizens. Is the essential characteristic of event-technologies as a special mechanism of the organization of socio-cultural events and activities in modern conditions of development of cultural industry of the city. The prospects of the development and improvement of the cultural industries of the metropolis, based on the integration and interaction of state

and commercial institutions of culture. Pressing is a customer-oriented approach in the organization and implementation of socio-cultural projects and activities that contributes to changing the status of the consumer of cultural services, namely the consumer mediation – an active citizen-the creative class.

Key words: event-technologies, cultural institutions, event management, cultural industry, social-cultural activity, special event, design technology, consumer activity, social and cultural activity of the individual.

PERSONALITY IN CULTURE

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