

HISTORY OF DOMESTIC CULTURE

RUSSIAN EPICS IN THE NATIONAL PEDAGOGY OF THE 19TH CENTURY: THE ROLE OF THE F. BUSLAEV'S MEDIEVAL RUSSIAN LITERATURE READERS

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The article analyzes the meaning of F. Buslaev's medieval Russian literature readers (1861, 1870) for the reception of the Russian epic epics. Fragments epic in these tutorials played a service role – in the first textbook on the epic studied the history of the language, in the second they were a source of information about literary monuments. In reading books, besides, the interpretation of the epic that was not quite correct was offered, which did not give an idea of the value concepts of the epic world.

However, the textbooks of F. Buslaev nevertheless contributed to the restoration of the previously distorted image of the epic world.

Keywords: epics, medieval Russian literature reader, axiological analysis, the value meaning of the Russian epic, F. Buslaev.

OLD BELIEVERS OF THE MOSCOW PROVINCE AND THEIR PARTICIPATION IN THE CULTURAL AND SOCIAL LIFE OF THE REGION (THE SECOND HALF OF THE 19TH CENTURY – THE BEGINNING OF THE 20TH CENTURY)

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The article shows the participation of the Old Believers' community of the Moscow province in the social and cultural life of the region during the second half of the 19th – early 20th centuries. The article shows the settlement of the Old Believers of the Moscow province, their crafts. The author shows the participation of the Old Believers in charity and guardianship, in the organization of care for the wounded during the World War I. The article shows the system of primary

education, formed in the Old Believers' community. It is important to emphasize that the social activities of the Old Believers were directed at all people, regardless of their confessional affiliation. The Old Believers' contribution to the regional culture is marked by a unique Gusliza school of icon painting, rewriting church books, copper casting. Old Believers also preserved traditions of "krukovoye" singing.

Keywords: Old Believers, Moscow province, charity, guardianship, collecting, school of icon painting.

SOCIAL MEDIA: THE ATTRACTOR OF NEWS AND SPACE MANIPULATION

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The article talks about the natural process of changing communication technologies, which have become a serious challenge to the modern society in which digital media play an increasingly important role, penetrating all spheres of everyday human life.

Universal mediatization and communication become catalysts for the formation of new meanings, values and forms of interaction. In these processes new media from a tool of entertainment transformed into powerful channels of influence, control and manipulation. In modern conditions, the party to create an information product anyone can participate in, thereby exerting a direct influence on the information feed of their followers, influencing their individualized and storytelling, creating a total range of images and values. The subjectivity of interpretations has become an integral feature of the time. Today everyone is becoming a Creator of information, factoids prevail over truth, form over content. Simplification of meanings and gaming have generated the homogeneity of the information space, shifting the accents and boundaries of responsibility.

Keywords: social media, communication, Internet, virtual space, hashtags, factoids, news, trolling, media technologies.

PERSONAL BRANDING: FROM COMMERCIAL TO THE CULTURAL PHENOMENON

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In article the phenomenon of personal branding as modern instrument of impact on public consciousness is considered. Being an element of the commodity-money relations, the personal brand can potentially include deep components which are based on the spiritual base and are capable to influence public consciousness by formation of symbolical meanings. As a result there is relevant a question of responsibility in the sphere of personal branding because of broadcast of the ideas by the leading person which have to rely on cultural values, outlook and ideology of concrete society. On the example of the identity of Yury Gagarin correlation of an image of the person with the Soviet mentality – a spiritual component of a personal brand is considered. Features of adaptation of the foreign term in the Russian market are defined. The perspective of the modern commercially focused approach to studying of a phenomenon of a personal brand is designated.

Keywords: personal branding, advertizing, brand, leader of opinions, cultural values.

AGE SYMBOLISM AND AGE CRITERIA IN ANCIENT AND MODERN CULTURES

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The article discusses the elements of the age symbolism as a system of ideas and images, in which society interprets the individual's way of life, the perception of various aspects of the human life cycle, as well as criteria of age stratification of society in ancient and modern cultures.

Keywords: absolute, conditional age, life cycle, age symbolism, age category, the age limits.

“SORROW” / “GRIEF” IN THE MIKHAIL LERMONTOV’S POEM “DEMON”

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The article analyzes the role of cultural constants “sadness” / “sorrow” and their derivatives in creating the image of a fallen angel – the hero of Lermontov’s poem “Demon”. Poet, by connecting to the global tradition of referring to infernal characters (Milton, Kazot, de Vigny, Byron, Goethe), presents his original version

of the hero who, unlike their predecessors (Satan, the devil, Lucifer, Mephistopheles), longs to change his destiny – to return to God by means of love to earthly woman. His demon is its creator's double, hence it leads to the special complexity, ambiguity of the character, where the traditional features of the "spirit of negation" (total skepticism, disdain for the world, a feud with "heaven") is complemented by non-traditional ones (including the ability to experience grief / sadness, "too humane" tenderness and pity for the object of his love), which is associated with a strong personal, lyrical part of the image, distinguishing it from a mass of similar ones.

Keywords: Lermontov, demon, sadness / sorrow, author's double.

NATIONAL PICTURE OF THE WORLD WITHIN JEWISH CULTURE IN THE ART OF MARC CHAGALL

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An artwork as a sophisticated sign system included in multilevel cultural space, requests a particular key to be interpreted adequately. The picture of the world which implies ontological, psychological, aesthetic and socio-cultural aspects of worldview might be potentially considered as such a key. The article is dedicated to the analysis of morphogenesis of the picture of the world and the origins of its formation within national Jewish culture in the art of Marc Chagall.

Keywords: Marc Chagall, picture of the world, episteme, Bible, the "Biblical Message", Jewish culture, iconography, the sacred, painting.

MUSICAL THEATER: FROM SYNTHESIS TO SYNCRETISM

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The article reveals the problems of transition from synthesis to syncrease in the

modern opera theater. The evolution of the understanding of artistic synthesis is examined on the basis of the history of the opera. It is noted that the Musical Theater clearly defines the tendency for interpenetration of art, characteristic of the postmodern era. Moreover, the realization of the synthetic nature of the musical theater, including the organic interaction of the arts, becomes possible only on the condition that each of these arts, performing a certain theatrical and musical function, creates a holistic artistic image in the audience perception, i.e. Becomes syncretic. The author's task is to analyze the meaning of the term "synthesis" as applied to artistic creation.

Keywords: musical theater, opera, synthesis, syncretism, genre, dialogue, director.

THE PLACE OF VSEVOLOD MEYERHOLD'S COLLECTION IN THE HISTORICAL AND CULTURAL HERITAGE OF THE CENTRAL SCIENTIFIC LIBRARY OF THE UNION OF THEATER WORKERS OF THE RUSSIAN FEDERATION

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In this article a cultural analysis of the central scientific library of the Union of theatrical figures of the Russian Federation is undertaken in terms of its functioning as a memory institution as a subject of preservation and actualization of the theatrical heritage.

A special place is given to personal collections of outstanding cultural figures, primarily

representatives of theatrical art, the multi-faceted personality of Vsevolod Meyerhold means of publications reflecting his spirit, theatrical and general cultural interests, ideals and priorities of the time.

Keywords: gifts and private book collections, memoirs of Meyerhold, the value fund of the Central Scientific Library of the Union of Theater Workers of the Russian Federation, historical and cultural heritage of theatrical figures.

FILMIC EXPERIENCE AS A WAY OF OVERCOMING AESTHETIC IRREALIZATION: UNDERSTANDING OF THE TRANSFORMATIONS OF FILMIC EXPERIENCE IN MODERN THEORY

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The article analyzes the specificity of cinema as an artistic practice. The analysis

is made on the basis of the correlation between the principles of filmic experience and the aesthetic experience. Both their similarities and significant differences are demonstrated. The question of the status of cinema as an art and the possibility of its aesthetic consideration is raised. Appealing to a number of concepts of modern authors, first of all, such cinema theorists as Slovenian psychoanalyst S. Žižek and English cultural scientist S. Barber, as well as the theory of cinema by Antonin Artaud, the author makes assumptions about the specifics of the possibilities of cinema in overcoming the problem of the crisis of representation in art connected with irrealization of aesthetic object. Also, the transformation of cinema in the modern world and possible educational and transforming potential of the filmic experience associated with this transformation are considered.

Keywords: filmic experience, aesthetic experience, aesthetics, cinema theory, crisis of representation, art, transformation of cinematic experience, fantasy, irrealization, simulation.

ONTOLOGY OF FILMIC EXPERIENCE AND THE EMERGENCE OF SELF-CONSCIOUSNESS IN STANLEY CAVELL'S PHILOSOPHY OF CINEMA

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The article is devoted to the analysis of the filmic experience in the philosophy of film of American philosopher Stanley Cavell and its impact on the development of human self-consciousness. Cavell argues that the cinema has philosophical and educational significance, since it is able to reveal the general conditions of our relation to reality.

Cavell's philosophy of film is a "phenomenology of spirit" in the realm of cinema, reveals both the development of viewer's consciousness from immediate perception to reflective self-consciousness and development of the cinema itself from naïve realism to philosophical comprehension of ontological and epistemological dimensions of filmic experience. Cavell gives to the problems of film an existential dimension, correlating filmic experience with the concepts of freedom, autonomy and reflection, and thinking that cinema can solve the most important philosophical task of genesis of subjectivity and understanding its place in reality.

Keywords: filmic experience, ontology, reality, self-consciousness, reflection, automatism.

THE CINEMA OF THE SOVIET THAW ON THE EXAMPLE OF UZBEKISTAN

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The article touches upon the process of formation of the so-called “thawing” cinema in Uzbekistan. The first picture of this historical period “Thaw” for the first time and thoroughly analyzed in the aspect of the “thawing” phenomenon as creative integration. The author presents the little-studied facts and key phenomena of the Uzbek poetic cinema.

Keywords: Thaw, cinema, movie, lm, screen, art, feature.

TO THE PROBLEM OF THE FORMATION OF PROFESSIONALLY IMPORTANT QUALITIES OF STUDENTS OF THEATRICAL SPECIALTIES AS CREATIVE PERSONALITIES

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The article is devoted to the specific features of professional training of graduates of theatrical specialties as creative personalities. The authors analyze the didactic requirements and conditions for the formation of professionally important qualities of future actors and directors by traditional and innovative teaching methods, highlighting the need for them to develop artistic and imaginative thinking through associative learning. Particular attention is paid to the substantiation of creative observation as a professionally important quality and ways of its development through special exercises and personal diaries. The qualities expressing the emotional-value and aesthetic attitude of the learning actor, the director to reality are considered. Particular attention is paid to the process of forming self-educational skills to work on themselves, on the role. The authors suggest the further development of such an industry as theatrical autodidactics.

Keywords: vocational training, students of theatrical specialties, creative personality, professionally important qualities, artistic-imaginative thinking,

imagination, associative learning, observation, self-education

TECHNOLOGY EVENT MARKETING IN THE LEISURE INDUSTRY MUSCOVITES: A SOCIO-CULTURAL ANALYSIS

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The authors analyze the current conditions for the development of event-technologies in cultural institutions of the city of Moscow. Discusses a new approach to the construction of the urban environment, innovative methods of management of social and cultural life of citizens. Is the essential characteristic of event-technologies as a special mechanism of the organization of social and cultural events and activities in modern conditions of development of cultural industry of the city. The prospects of the development of cultural industry of the metropolis, based on the integration of public and commercial cultural institutions. Pressing is a customer-oriented approach in the organization and implementation of social and 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.

Keywords: special event, design technology, social and cultural activities, event technology, cultural institutions, event management, cultural industry, event marketing, consumer activity, social and cultural activity of the individual.

CULTURAL-RECREATIONAL PROGRAM AS AN OBJECT AND SUBJECT OF SCIENTIFIC RESEARCH

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Keywords: technology of cultural and recreational programs, spiritual education of personality, establishment of culture, scientific research.