

M. B. Zakharova

Types and Forms of Network Cooperation in Education

Network forms of cooperation are gaining momentum in the education system. It is considered now as innovative, as it contains a significant number of opportunities and advantages. In nowadays information society with fast-spreading information it is impossible to imagine innovative processes without networking. Any organization is always needed: facilities, human resources, possession. Educational organizations are no exception, so the author believes that creation of various forms of networking will significantly improve the efficiency of each organization included in the network.

Most of the analyzed works are devoted to network interaction for the implementation of the educational process. While the author considered the process of education, as it is the priority directions of the state policy.

The author has made a theoretical analysis of the potential of network cooperation for the development of educational environment; the author proposed several grounds for classification of network. Firstly, the author considers linear, hierarchical and mixed types of network cooperation and shows the advantages and limits of each of them. As the cooperation of educational institutions with business structures is possible to implement cooperation on the basis of mutually beneficial relations, the author mentions other classification types of network interaction basing on the peculiarities of management-public – public administration and private-public management of organizations implementing network interaction. Depending on the leading position of some of the participants in the network interaction, we can talk about the existence of such forms as centralized and decentralized networks. In the first variant, the dominant leadership position of one or two participants in the network is obvious and recognized by the rest part of the participants, in the second case, each participant, depending on the tasks to be solved, can assume a leading role, in this case, decisions are made by a majority vote on the basis of democratic debate. Summarizing the results of the theoretical analysis, the article presents the author's classification of types and forms of possible network interaction in the education system.

Keywords: network interaction, types of network interaction, forms of network interaction, possibilities and limitations of network interaction.

T. S. Borisova, M. M. Plotkin

Social-Family Context of Moder Upbringing

In modern integrated sociocultural space, upbringing as a social phenomenon is aimed at resolving many problems and contradictions inherent in the upbringing and accompanying the process of socialization of children and youth in a real and certain society. Among the problems affecting the formation of young people entering adulthood, the issue of education in the family is assigned as one of the decisive hypostases. The family is a unique institution of socialization and upbringing of the young generation, but this institution is to a certain extent «closed» from the society. Today, unfortunately, there is a certain decline in the influence of the family on the individual and society, on the most important social institutions. The perspective of the development of a modern family is that, in a socially-oriented society, optimal living conditions-economic, cultural, spiritual, and everyday, must be created for it. At the same time, the family is preserved as a nonexistent and not adequately compensated positive factor in the vital activity of people, of each person as the primary source of kinship and parenthood. The absence of such a factor is the absence of any perspective for the development of the family. Moreover, within the limits of two, sometimes three adjacent generations, the family is the most constant and natural human habitat, a kind of «generator» of family upbringing, its main function. Implementation of the task of development and education in the younger generation of the social and ethical standards corresponding to democratic society – the most important task of the pedagogical science not only as an applied science, but also as a fundamental one. Missions of pedagogics – directivity on creation of conditions for personal development, formation and preparation for execution of social functions – designate its high significance in processes of upgrade and moral improvement of society.

Keywords: youth, family, young family, social education, family education, activities, interaction, family activity, communication, social environment.

L. N. Kokovina

Pedagogical Aspects of Developing Conscience as a Mechanism of a Personality's Spiritual and Moral Upbringing

The article is devoted to the problem of developing conscience, which remains an urgent and unsolved issue in the theory and practice of the Russian educational system. The analysis of pedagogical and philosophical ideas related to studying the phenomenon of conscience is based on research papers such as «The Human as a Subject of Education: Pedagogical Anthropology» by outstanding teacher K. D. Ushinsky, «The Way of Spiritual Revival» by philosopher I. A. Ilyin and «Philosophy of Upbringing» by Soviet and Russian pedagogue B. T. Likhachev.

The paper illustrates that, despite some differences in methodological foundations (Christian and temporal, humanistic approaches), our country's thinkers have common ground in understanding the phenomenon of conscience. The article summarizes the essential features of conscience highlighted by the researchers and identifies conscience as a complex moral feeling acting as a mechanism of a personality's spiritual and moral upbringing. These features include sensory and at the same time spiritual basis, the

connection to a supreme moral ideal, the ability to be a source and a stimulus for a person's internal freedom and self-improvement.

The author specifies the insights of academicians who reveal the importance of conscience for a social and personal being as well as the interconnection between individual and social types of conscience. The article also considers the conditions and stages of developing individual conscience during childhood, adolescence and youth. The author characterizes various means of pedagogical influence on children in order to develop and nurture their conscience. The insights of researchers on the connection between conscience and the feeling of shame are compared in the context of the personality's moral experience.

Keywords: moral development, spiritual and moral upbringing, moral feeling, moral experience, essential features of conscience, stages of developing conscience, pedagogical means of developing conscience.

S. N. Pavlov

Formation of the Higher Education Institution Image in the Context of the Competence-Based Approach

The complex of readiness components of management bodies of higher education institutions for the design and organization of the formation process of the image of a modern educational institution is considered. The emphasis is placed on the analysis of competencies in the field of organizational, pedagogical and information and communication activities of the administration, the press service aimed at influencing the consumer of educational services, the General public in the social environment, and contributing to the overall public perception of the socio-cultural product-the image of the University on the basis of a positive, profitable, favorable impression of it.

Here are substantiated the author's theoretical positions in relation to the interpretation of the concepts «image», «social and cultural image of higher education institution», the necessity of using pedagogical communication as a tool of formation of beliefs of the target audience in favor of the promoted image of the University in the formation of public opinion about. There are groups of readiness components, possessing which the subjects of image formation will be able to organize effectively communication with applicants, their parents, representatives of the employer, social partners in order to carry out a dialogue on the modernization processes taking place in the educational, scientific, social and cultural spheres of the University. The idea of the necessity of pedagogical modeling of the conceptual approach in the activities of the University administration, which should ensure the inclusion in the General system of the administration of the policy of «information», the formation of public opinion, the use of models of «public relations» in this process. Methodological principles, organizational, pedagogical and managerial conditions are singled out, which contribute to enrichment of the list of University managers' competences, increasing the level of their readiness for complex image management. The article shows the role of image-forming information for the implementation of intellectual expansion to contact groups, highlights its special status as an integral factor that forms the relationship of the proximity of the content components of the image to the needs and expectations of the consumer.

Keywords: pedagogical competences, readiness, organization, communication, formation, process, image.

E. V. Shakirova, V. N. Belkina

Developing Subject and Spatial Environment of a Kindergarten: Content and Approaches to Organization

In the article the attempt is made to reveal the content and approaches to organization of developing subject and spatial environment of a preschool institution by means of comparison and generalization of the basic concepts and definitions relating to this subject, formulated by different scientists. Three main aspects of the problem are considered: general requirements to the organization of developing subject and spatial environment of a preschool educational institution; main approaches, principles which are a cornerstone in making subject and spatial environment, and its component structure. We will consider requirements to the organization of the developing subject and spatial environment (completeness, variability, availability, transformation, safety and polyfunctionality) and a possibility of their observance. Then we will allocate the main approaches, principles which are a cornerstone in making the subject and spatial environment (by types of children's activity, on educational areas and the integrated approach acting as the most productive ones) and options of designing of the developing subject and spatial environment according to these approaches. Then we will define the content of the subject and spatial environment, that is its component structure. We will consider several options of the classification of the subject and spatial environment components and we will draw a parallel between understanding of components of the subject and spatial environment during the different periods of preschool education (Soviet and modern) development. We will compare domestic and foreign approaches and requirements to the organization of the developing subject and spatial environment of the preschool institution (the organization of game zones, their direction and placement in group space). We will emphasize various points of view on each of aspects of the problem and we will allocate conditions which the organization of the developing space for preschool children depends on. We will give examples of creative finds of expert-teachers on improvement of the developing subject and spatial environment of the preschool institution as on re-planning and filling of zones of activity, and on production of the gaming equipment.

Keywords: developing subject-spatial environment of a kindergarten, approaches to construct the subject environment, the content of the subject-spatial environment of a preschool educational institution.

N. A. Delvig

Grand Duke A. M. Romanov's Educational and Military-Pedagogical Activity

Since recently there has been an increase in interest to studying the activity of Russian outstanding personalities. A bright page in the history of military education in Russia was represented by the activity of Grand Duke A. Romanov – an officer, scientist, creator of an educational basis in the sphere of developing the innovative methods of training officers, introducing them into the academic practice. A. Romanov paid a lot of attention to educational activities as well as he was aimed at raising the general cultural level of population of Russia. In connection with this, it becomes necessary to conduct the historical and pedagogical analysis of the enlightening and military-pedagogical activities of Grand Duke Aleksandr Romanov from the position of researching his contribution both to the development of the military pedagogical science and to the creation of a number of educational institutions for the civilian population. His contribution to the content and methodology formation process of naval and military aviation education, which became a fundamentally new direction in Russia and initiated the formation of the national aviation personnel training system was also researched. Thus, the article represents both the assessment of military pedagogical innovations introduced into the process of professional military personnel training in order to modernize the qualified specialists training system, as well as Grand Duke's activity in the sphere of charity and development of enlightenment.

Thus, the historical and pedagogical research analysis demonstrates the fact that during the 19th and early 20th centuries, objectives, functions and tasks of social educational activity were formulated, focusing on military and state reforms, as well as features of the state political and economic development strategy. The social and educational movement is described as one of the leading ways of transferring the spiritual heritage of the Russian intelligentsia representatives, the system of public ideals and values to the younger generation, which is fully realized in the activity of Grand Duke A. Romanov.

Keywords: Army and Navy rearmament, the quality of military personnel training, military educational institutions, combat training, command personnel training, educational and enlightening activity, flight personnel training.

Z. A. Moldalieva

Preparation of Children to School in Additional Education Conditions in Kyrgyzstan

This article reveals the role of extracurricular teachers in socialization of children through the process of preparing them for school. It describes the problem of children not attending preschools with no experience of adaptation in the organized society. It describes problems of the children who do not attend preschool institutions, who are without experience of adaptation to organized society, moreover, preparation of children for school, «pedagogically neglected children» of the labor migrants working abroad and also issues related to socialization of children of preschool age. The article reveals reasons of not attending of preschool institutions by children based on researches, which leads to non-adaptedness of children in a group and non-ability to get into team-working that limits their communication contacts in the public social environment. Reasons of such difficult situation are identified as the birth rate increase over the country from 2000-s years, an uncontrollable process of privatization and conversion of the preschool organizations belonging to the plants and factories, state farms and collective farms during the Soviet period, sharp cut of the public expenditure. The negative role of preschool institutions shortage in socialization of children and congestion of the available preschool educational organizations are noted. Huge contribution of supplementary education to the preparation of children for school has been marked; it encourages non-formal development of kid's creative potential, allows him to adapt more easily to public relations, while leisure time is used fully and purposefully. Teachers' ready state is needed for this task solution, which require professional competencies in the socialization of pre-school children. The tasks of teachers and methodists of republic supplementary education are to raise in kids a good and strong motivation and a willingness to learn; create similar start opportunities for children not enrolled in pre-school organizations.

Long-term professional experience in implementing innovative approaches to teachers' qualifications improvement in the country by the Republican center of Aesthetic education for children «Balajan» gave positive results in practice. Those have become an important indicator of the increasing role of extracurricular supplementary school teachers in socialization of pre-school children in the process of preparing them for school. Along with pre-school educational organizations it carries out the social order of community.

Keywords: additional education, socialization of children, preparation to school, teacher's competence

L. N. Danilova

Educational Leadership of Singapore as a Sociocultural Phenomenon

Each three years the International Organization for Economic Cooperation and Development (OECD) conducts a research on assessment of pupils' educational achievements (PISA), studying and comparing various indicators of training efficiency of 15 summer school students worldwide. According to data of last monitoring (2015), the world leader in the sphere of the general education among 72 countries is Singapore. The republic took part in PISA in previous years, steadily showing a very high progress of the pupils, and in 2015 it took the top positions of rating on all fields of knowledge (pupils' competences in Mathematics, natural sciences and reading were checked). Impressive results of Singapore in PISA of the last decade caused a wave of interest in organization of its educational system of media and scientific community in attempts to answer a question of a secret of this system

success. The characteristic of some elements of the Singapore school (contents, methods, forms, training control, resource base, staff) as an internal factor of high efficiency of general education system is presented by means of the sociocultural approach in the article. Influence of external factors (the political, economic system, demography, geography, history, etc.) is specified. On the basis of the characteristic of the structure of school the features useful to improve the quality of functioning of the Russian school are distinguished and analyzed regarding a real possibility to borrow them. The conclusion about a unique originality of the Singapore experience is drawn, which phenomenality is caused by a sociocultural context, a limited number of valuable opportunities of practical use of this experience in Russia is specified.

Keywords: education in Singapore, educational achievements, leaders of education, sociocultural approach, comparative pedagogics.

Yu. A. Lyakh

Content of Assessment of Schoolchildren's Personal Achievements

In the article the author presents the position that is due to changes in the political system, institutional organization of life and social values there are significant changes in the consciousness and psychology of people. In a fairly short period of time, citizens have to learn previously unknown patterns of social behavior and adapt to new ones, not fully formed values.

In this paper, the author focuses on the fact that modern society is characterized by a rapid change in the pace of life, technology, avalanche-like growth of information, the complication of labor and social activities, and education that focuses on the transfer of knowledge, can not cope with this task, since the modern amount of knowledge exceeds the capabilities of this channel. The crisis of education is generated, first of all, by the orientation toward knowledge, since the content of general educational disciplines is 20–30 years behind the content of science. Therefore, if the goal is the formation of knowledge, abilities and skills, the crisis is irresistible.

The problem of schoolchildren's personal achievements arose in the pedagogical science precisely as a reaction to such an education model, which sees its main goal in the formation of schoolchildren's knowledge, abilities and skills. The statement of this problem reflects the attempt to build a new model of education that is oriented to the development of a person and his or her personality as a complex and holistic being, and that is focused on the pedagogical goals of educational activities. This model of education, which focuses on the value of a person in its uniqueness, which considers a person as the only source of productive action.

In the article, the author notes that the problem of schoolchildren's personal achievements is among the number of little-researched problems, and there are many controversial, often directly opposite points of view on the interpretation of this problem, moreover, the problem statement itself raises a number of questions that are very difficult to give an unambiguous answer.

Keywords: assessment; personal achievements; schoolchildren; quality of education; self-determination; learning technologies.

V. V. Levchenkov

Sand Animation as a Means to Develop Children's Creative Abilities

This paper presents the study of peculiarities in development of children's creative abilities by means of a new direction in art – sand animation. Here are revealed specific creative skills: imagery and time-lapse thinking, spatial-figurative representation, abstract-logical imagination, speed and flexibility of the understanding of the created artistic image, visual memory, typical for sand animation. Are located and described features of the sand animation: fleeting images, working with light and shadow, work with the stage and audience, the effect of the sand therapy, the study of fine art in general, the development of cognitive processes, development of processes of perception, creative special atmosphere, a large number of images in a short period of time, dynamics and rhythm, comprehensive study of art, techniques of cinema, contemporary art. Is noted the importance of cognitive processes in work (creativity) of a baby with sand animation. Are discussed features of creating an artistic image and its changes. Is examined and substantiated the partial borrowing of laws and methods of implementation in different kinds of arts: visual arts (drawing, painting, composition, decorative-applied art), cinema, theatre, music, and their importance in the development of creative abilities of children is revealed. Study of the sand animation art is in the relationship and in the combination of animation as a part of cinema, art, theatre, music. Features in creation of sand animation and an artistic image which is created and its components are presented. Examples are given to substantiate the practical application of the features of the sand animation in the work with children. Using sand animation in training makes it possible to develop children's creative abilities productively.

Keywords: sand animation, animation, storyboard, composition, cinematography, story, art image, synthesis of arts, methods of drawing in sand animation.

S. G. Morsova, L. N. Sukhorukova

Realization of the Metasubject Approach in the Course of Training Biology in 5–6 classes

A necessary and natural result of educational knowledge is integrity of ideas of the world around, understanding of the value and the place in it. The solution of this important problem of the general education at first was limited to realization of intersubject communications, then by creation of the integrated courses. However, the role of the integrated courses in the general content of

education is still small, and the principles of their designing remain to be the same as for some other objects. In this regard FGOS focuses subject fields on realization of the metasubject approach, introduction of metaobjects, metasubject topics, programs and lessons. At the same time there are outlined two main directions of designing of the general education content from metasubjectivity positions. According to the first – the basis of education content is made by metasubject activity (Gromyko). According to the opinion of authors of the second direction – the metasubjectivity is not an activity «cut» of the subject, but the system of fundamental educational objects, which are general for several subjects (V. V. Kraevsky, A. V. Khutorskoy). We recognize a situation that types of educational cognitive activity (for example, educational and research, design), and educational objects (science language, universal symbols, information sources, research methods) can be metasubject. When training the course «A Live Organism» of the subject field «Biology» metasubject contents can precede it, «to exist before its certain manifestation». But it may be organically included in the structure of subject content (some types of traditional lessons are transformed to metasubject lessons), and also be pro a training course, allowing «to set and describe its root structure and content from more common positions» (in extracurricular activities).

Keywords: theory of educational activity, metasubject approach, metaknowledge, metasubject, Mathematics, metalesson, metalevel, metasubject activity done outside of class hours.

O. S. Kipyatkova, A. V. Yastrebov

The Integrated Didactic Units as a Means of Implementing the Principle of Fundamentality in Mathematics Training

Within this article the role of the principle of fundamentality, recognition of its importance for all kinds of mathematical education is considered. In the article authors try to answer two important questions. What are general methods in realization of the fundamentality principle of mathematical education? What should be taken as a guide when designing the process of realization of the fundamentality principle in relation to certain modification of mathematical education? The short list of methods is given, by means of which it is possible to increase, according to the authors, fundamentality of mathematical education. The list provided by the authors represents the extensive research programme, which can not be realized within one article. Development of the idea of using the technique of integrated didactic units (IDU) to increase fundamentality of the Mathematics course will be shown in this article. We shall present that problem material can be easily transformed to the form allowing to use a technique of work with the integrated didactic units in P. M. Erdniev's sense. Despite great opportunities to use the integrated didactic units in higher school teaching Mathematics, none of existing books of problems does not cover a course by IDU technique in general. In this article we start to solve the following problem – to create the book of problems for the course «Mathematician» for the Primary education profile which will have two properties: 1) will use a IDU technique for all types of the studied problems; 2) will reveal community of intellectual actions of the student and the mathematician-researcher. To illustrate this statement here is chosen one of subjects of the course «Mathematics» – the probability theory. For the integrated didactic unit offered in the article on the probability theory here is analysed the process of its drawing up and solution. On the basis of this IDU it is shown how important properties of the research activity of the mathematician-researcher are reproduced in the course of teaching.

Keywords: the principle of fundamentality, research activity, modeling of research activity, integrated didactic unit, probability theory.

G. G. Khamov, L. N. Timofeeva

The Diophantine Equations as a Means of Forming the Future Mathematics Teacher's Practice-Focused Activity

In the article are considered informative aspects of the mathematical training of pedagogical University students directed to form basic educational and professional values. This problem is covered in relation to the discipline «Algebra and the Number Theory», which main objectives of study are mastering of appropriate theoretical sections and applied methods. Considering relevance in the modern conditions to train the question of formation of the universal educational actions, development of students' cognitive motivation, in the work here are offered tasks on compilation and solution of the Diophantine equations (the algebraic equations containing more than one variable and which are solved in the integral or natural numbers) with the use of one of methods of their research – a method of division with remainder. Especially this ability to solve these problems will be necessary in students' future professional activity. The given examples of problems show how on the example of the study of number-theoretic material it is possible to involve students into the independent activities directed to get new knowledge, abilities and their purposeful use. The stages of compilation of the Diophantine equations meeting the given initial conditions are described in detail, ways of receiving the equations insoluble in integral numbers and the integral or natural numbers having solutions on the given set are analyzed, use of different theoretical provisions used for their solution is presented. Filling lessons with such tasks, undoubtedly, promotes the increase in significance of knowledge gained at lessons through their practical use in case of solving tasks of creative character. The selection of the necessary contents allowing to satisfy these conditions provided in the article gives the chance for the vigorous independent research activity within a specific mathematical problem, the analysis of the received facts and prediction of results of the actions, realizes a possibility of practical use of theoretical knowledge.

Keywords: basic educational values; research activity; creative activity; cognitive motivation; self-education; number theory.

D. A. Vlasov

Tool Means of @Risk in the System of Applied Mathematical Training

In the focus of the article there is the tool means of @RISK allowing to approach in a new way informatization of applied mathematical training of the future bachelor in economics at the economic university connected with formation of model ideas of social and economic processes and the phenomena. It goes without saying that transition to digital economy, informatization of education and social and economic researches have to find adequate reflection in the system of applied mathematical training of the future bachelor in economics. Special attention within the article is paid to the analysis of a new scientific and educational area – «Risk analysis in economics». Educational problems of this area are characterized by rich social and economic contents and significant integrative characteristics.

The most significant applications of the theory of risk are insurance and reinsurance and also the portfolio analysis. Acquaintance to methods and models of the risk analysis is aimed at the development of research and analytical inclusion in the fields of management, economics and finance. Within the article the attention is given to the fact that awareness of behavior features of economic subjects and acceptance of optimal solutions are impossible without ideas of risk situations. The received skills of work with the new tool means of @risk taking into account the presented methodical features can be used in the course of studying disciplines of the financial and economic profile.

Inclusion in the content of applied mathematical preparation of special tasks on the quantitative analysis of risk situations promotes deeper understanding of the process of justification and acceptance of optimal solutions in the conditions of risk. Here are presented didactic and research opportunities of the new tool means of @RISK which stage-by-stage introduction in the educational process provided integration of information and pedagogical technologies and also support of motivation to study programme material. The orientation of the educational process on development of innovative components of their professional competence is noted that scientifically based introduction of new tools in the educational process of the economic university is intended to increase quality of professional training of future economist-researchers, to strengthen orientation of the educational process on development of innovative components of their professional competence.

Keywords: bachelor of economics, tool means, informatization, information technologies, mathematical preparation, pedagogical technologies, risk, risk analysis, risk situation, distribution function.

V. S. Sekovanov, A. S. Babenko

Implementation of the Multi Stage Mathematical and Information Task «Continuous Dynamic Systems» as A Means to Form Students' Creativity

In this paper, the mechanism for the formation of students' creativity in the implementation of the multi-stage mathematical and information task «Continuous Dynamical Systems» is disclosed. The use of multi-stage mathematical and information assignments allows students to develop their creativity by integrating various types of creative mathematical activities. During performance of tasks students, on the basis of defining a motionless point and concepts of stability, offer associations on a research of dynamic systems. Besides, students find several ways to research behavior of trajectories in the neighborhood of motionless points (by means of creating a phase portrait and by means of researching the right member of equation) among which there is an unknown and easier way, students use various ICT making a phase portrait. Besides, here is made the foundation of attempt to overcome a thinking stereotype about a possibility to forecast the system behavior; various hypotheses are presented, and then checked. In the course of the research of the systems containing a limit cycle such creative qualities are developed as: flexibility, originality of thinking (we find an original way to prove existence of a limit cycle, students use various ICT making a phase portrait); aesthetic qualities of the personality (solve the problems on detecting a limit cycle, differing in beauty of the proof); intuition (students make hypotheses and check them, intuitively assume existence of some closed trajectory to which all others are attracted). The multi-stage mathematical and information task is a good experimental platform to integrate mathematics and informatics. When implementing a required multi-stage mathematical and information task students' motivation is increased to study mathematical methods and information technologies. This article is aimed to prepare students' perception to the major concept – Lorentz's attractor, which appears at the solution of the system of three nonlinear differential equations. The questions considered in this article are connected with the synergetic and activity approaches aimed at development of students' creative potential, that positively influences development of their creativity.

Keywords: creativity, creative quality, multi-stage mathematical-information task, continuous dynamic systems.

N. L. Budakhina

Formation of General Cultural Competences for Bachelor Students as a Result of Using a Graphical Calculator

In this article is considered the problem of formation of students' general cultural competences on the basis of application of economic and mathematical modeling by the graphic calculator. Here is proved the efficiency of their complex use in achieving strategic objectives in teaching bachelor-students in the field of study: 44.03.04 Professional training (Economics and management). The author predicts the criteria for the success of the modern educational process in the formation of the general cultural competence «the Ability to use the bases of natural science and economic knowledge in assessing the effectiveness of the results of activities in various fields (OK-3)». The main result of the complex use of modeling technology and a graphical calculator, as the author emphasizes, is the active involvement of the student in the educational process, mastering the ways of economic thinking, updating his mathematical knowledge and awareness of the importance of natural sciences in his future professional activity. The article presents the results of the calculator application in the practice of teaching natural and mathematical disciplines abroad.

The author points out that the interiorization of the content of the discipline «Applied Economics» is much more effective if the assignment procedure is carried out through the procedural arsenal of economic and mathematical modeling and stages of basing the student's experience. In the article problems of integration of the knowledge complex from various educational areas (at the content level), at the substantial level, and transfer of experience of economic reasoning by means of educational modeling (at the procedural level), are solved by means of the graphic calculator. The article presents the solution of the problem of applied nature with the help of this tool, identified its didactic possibilities in achieving the personality-oriented goals of education on the basis of correlation of the detail of educational activities and educational results.

Keywords: personality-oriented goals of education, competence approach, founding of the student's experience, economic thinking, stages of deployment of economic and mathematical modeling, graphical calculator.

V. V. Bogun

Organization of Uniform Information Space in Mathematics Training in Pedagogical University

In the offered article questions of the organization of the process of Mathematics training in higher education institutions with application of a synergetic approach on the basis of realization of uniform information educational space are considered. While realizing the process of mathematics training with the use of the synergetic approach the performance is meant by higher education institution students of difficult research projects within small groups in a perspective of the dialogue of mathematical, information and various natural-science and humanitarian cultures. The essence of each of projects consists in multidimensional studying by pupils of small groups of difficult mathematical objects and processes from the point of view of integration of the components of a final set of initially available chaotic nature of the set of students' knowledge, skills received arbitrarily for the purpose of creating the complex mathematical models of objects with a possibility to create various systems with the unique properties, characteristics and laws. The use of the synergetic approach at integration of complex research projects and distance learning allows us to create essentially new uniform information environment of training integrating knowledge from various scientific areas and subject matters. Implementation of the similar innovative concept of mathematics training has a multi-stage character, within each of which certain representatives of each of small groups carry out the profile kind of activity corresponding to it directed to achievements of a common goal of the small group. To organize the process of training in mathematics in a perspective of consideration of the dialogue of cultures the application of the synergetic approach offers to use the information environment developed by Bogun V. V. within uniform information educational space.

Keywords: uniform information educational space, synergetic approach, mathematics training, dialogue of cultures, disciplines of a natural-science cycle, remote system of dynamic settlement projects.

O. B. Golubev, Yu. A. Gorokhova

Didactic Features of Application of Educational Infographics in the Educational Process

Information technologies are now widely used in educational activities. The article deals with the issues of improving the process of perception of information by means of infographics, which can be used as one of the methods of educational material visualization in teaching students. The problem of the influence of visualized information on students is relevant today. The digital economy dictates the requirements for graduates who must be ready for creative, non-standard solutions in problem situations. Usually in the training process infographics is presented as a visual base, and they do not use its full potential. The authors suggest using infographics to create conditions for the development of skills of the critical analysis of information content. The integrative ability of students is important to absorb the training material quickly, efficiently in the form of short summaries. The use of infographics can organically improve the quality of abstraction. Individualization is one of the main tasks in the educational process. Infographics allows you to provide an individual approach, pace and ways of working with the training material. The paper gives examples of using the infographic method in the educational process: the creation of visual materials by the teacher to illustrate the content of the

subject, the creation of infographic materials by the students themselves in order to systematize the knowledge. The article highlights the basic principles of the use of educational infographics in the educational process: the principle of scientific activity, visibility, the principle of aesthetic education. Didactic potential of educational infographics is formulated. The criteria are highlighted for selecting software to create infographics. Examples of cloud services are given, that can be used to create interactive posters and presentations.

Keywords: information visualization, infographics, educational infographics, content analysis, small group, schematization, constructivism, cloud services.

V. N. Kartashova

Organisational and Methodical Features of Training Russian to Foreign Students

The article focuses on teaching the Russian language to foreign students in the framework of international cooperation of Russian universities with foreign partners. Creation of the educational environment has great importance for the effectiveness of the process that allows providing high quality educational services and successfully implement educational programs. The author defines the phenomenon of «educational environment», which is one of the leading factors of personality development, provides an opportunity for young people to identify themselves in society, to satisfy their own needs in learning, to perceive education as a personal value. The author shares the professors' experience of teaching Russian to Chinese students in Bounin Elets State University. The author considers the process of teaching foreign students wider than just teaching a foreign language, because the Russian language in this sense is not just as an academic discipline, but also as a means of educational and cognitive activity and a means of communication. The article lists the difficulties encountered by Chinese students in mastering the norms of the Russian orthoepy and grammar. The author highlights the basic principles of methodical work implemented in the course of teaching Russian as a foreign language (consciousness, functionality, consistency and communication). The principle of co-teaching the language and culture of native speakers has particular importance. The training program of Chinese students at the University in addition to teaching the Russian language includes a detailed acquaintance of students with the historical and cultural heritage of the town and its surroundings. The author summarizes that the study of the Russian language in the educational environment of the Yelets region in addition to obtaining linguistic and cultural knowledge and improving speech skills contributes to the development of students' national identity, cultural identification, the ability to compare fragments of cultural reality. The uniqueness of the historical and cultural heritage of the ancient city of Yelets and the district strengthens students' motivation to study the culture and history of Russia, develops cognitive and research interest.

Keywords: educational environment, international cooperation, foreign students, Chinese, Russian, training, «live regional geography».

A. V. Ektov

«Remote» Legal Clinic as a Form of Practice-Focused Training in Higher Education Institution

In the beginig the work reveals the relevance of topics: insufficient volume of professionally oriented activities, weakened attention to the activity content of practice, lack of communication with practical activities of students with their academic preparation, etc. Here is marked a motion vector of problems in practice-oriented training for lawyers which is extremely relevant in the framework of distance learning and with the requests of future employers. The specificity of distance learning (independent form of work) allows you to get the initial development of the elements of professional work, the formation of some skills and competencies of a lawyer. The experience of predecessors was studied and basing on it the author of the article proposes the introduction of a virtual (distance) legal clinic as a mandatory educational component for all bachelors from the second year of study (receiving education in distance form). Various views on the concept and purpose of legal clinics are also given. It is noted that functioning of legal clinics in the University on the basis of electronic technologies does not contradict the Federal legislation. The technical aspects of the remote legal clinic performing key functions are described. The author's vision of the main components (content) of the distance legal clinic at the University is proposed. The article presents the existing remote student legal consultations in Russia and their main technologies of interaction with the client. The specificity of the beginning of training and the basic algorithm of work in a remote legal clinic (three-level system of construction) are presented. Particular attention is paid to the deployment of a control system within a remote clinic (principles, types, etc.). The algorithm of the clinic operation is presented in stages. In conclusion, possible dangers are taken into account and the existing problems of modern remote legal clinics are presented, the solution of which will allow us to bring this form of training to a higher level.

Keywords: remote legal clinic, practical activities, professional competence, control, lawyer.

A. A. Kostrigin, V. A. Mazilov

The Problem of Self-Consciousness and Its Development in the Works of Russian Psychologists of the second half of the 19th century

The article discusses history of psychology in the nineteenth century. The authors turn to the problem of the individual's self-consciousness. A historical aspect of the problems of self-consciousness and self-concept in the works of Russian psychologists of the XIX century was not practically considered; a starting point is from the Soviet time. However, the problem of self-consciousness seemed to be quite important for the pre-revolutionary thinkers, connected both with theoretical, empirical, and philosophical aspects. The authors consider the psychological concepts of psychologists and theologians, developed in the period from the beginning of the 19th century to the creation of the Moscow Psychological Society (1885). Among the representatives there are S. P. Avtokratov, A. I. Galich, F. A. Golubinsky, N. A. Zubovsky, N. F. Kapterev, O. M. Novitsky, V. A. Snegirev, M. M. Troitsky. It is noted that the meaning of the concept «self-consciousness» is different in the 19th century and in modern science: in pre-revolutionary times, self-consciousness was understood as a phenomenon of the connectedness of the psychic phenomena of the same person, the identity of the «Self» in various manifestations and substantiality of the soul. The psychological teachings of self-consciousness of the 19th century are represented according to the following principle: from concepts that reveal little the concept «self-consciousness» in its true sense, to concepts in which self-consciousness is understood only as an image of oneself. All concepts can be divided into the following: self-consciousness as the contemplation of one's own psychic phenomena, self-consciousness as more developed human consciousness, unlike animal consciousness, self-consciousness as a special higher ability that is accessible only at a certain stage of human development, self-consciousness as an image of itself, expressed in various components: body, soul, spiritual aspect, Self as a subject, social position. Various approaches to explaining and understanding the phenomenon of self-consciousness are shown. The necessity of appealing to the psychological heritage of Russian scientists of the 19th century is substantiated, which is still poorly understood.

Keywords: history of psychology, 19th century, personality psychology, self-consciousness, self-concept, image of self, understanding, explanation.

N. Yu. Stoyukhina

V. M. Ekzemplyarsky's Contribution to the Development of Psychological Science

In the article dedicated to the 130-th anniversary of the Russian psychologist V. M. Ekzemplyarsky, the student of G. I. Chelpanov, the author illuminates the unknown pages of his rich and tragic biography, so similar to the biography of his contemporaries, amazing in its own way. After graduating from the History and Philology Faculty of Moscow University, Ekzemplyarsky stayed there to continue his work, but already as a professor. The events of October 1917 did not greatly change the nature of his scientific research, and Ekzemplyarsky made presentations at the First All-Russian Psychoneurological Congress, he worked at the Psychological Institute, the Psychological Laboratory at the Academy of Social Education, and taught. Deputy head of the psychophysical laboratory (head – G. G. Shpet) of the State Academy of Arts (GAKhN) is a special place of work, where his wife S. N. Belyaeva-Ekzemplyarskaya worked as well. Here Ekzemplyarsky continues to work on the problems of differential psychology, started at Moscow University, but now they move into the mainstream of aesthetics and art questions. The problems of pedagogical psychology, which were always interesting to the scientist, were also realized by him in well-known works on the organization of the gifted children education, on the psychology of memory and willpower. After the closure of GAKhN, already within psychotechnical activity framework, he devoted his attention to the rationalization of methods of studying correspondence students, technique of lectures on technical propaganda. Having been sent to Chelyabinsk in 1937 (after his wife's arrest), he became a favorite teacher at Chelyabinsk Pedagogical Institute, constantly demonstrating high standards of pedagogical skill. Here his interests were in the field of pedagogical psychology, in the practice of school life: he participated in methodical work, lectures to teachers and parents of students, spoke at teacher conferences, wrote works on psychology of teaching and educational work in school. At the age of 65 he retired, and a year later he died.

Keywords: V. M. Ekzemplyarsky, Psychological Institute, State Academy of Arts, psychotechnic, pedagogical psychology, Chelyabinsk Pedagogical Institute.

A. O. Prokhorov, M. G. Yusupov

Influence of the Personal Meaning of the Situation on the Characteristics of Actual States in Students' Learning Activities

The article deals with the peculiarities of the influence of the semantic characteristics of consciousness on mental states in the students' learning activity. In the course of classes, the students actualized two semantic lines: procedural and self-affirmation. The procedural orientation was created by targeting students to perform the tasks that are not of a verifying nature. The orientation to self-assertion was set through the performance of significant test works. The corresponding created situations were classified as «ordinary» and «difficult». The study involved two groups of students comprising 45 people, the average age of 20 years.

In the processing of the results, the factor analysis and the method of the maximum correlation path were used. It was established that in the usual situation related to the dominance of the procedural personal meaning, the actual states are more complicated. The central factors are «activity», «regulation», «information» and «psychomotorics». With the orientation of the personal meaning to

self-assertion, the intensity of manifestation of the constituent states (indicators of mental processes, experiences, somatic processes and behavior) increases statistically. The central factors are «activity», «regulation», «information» and «energy».

Keywords: mental state, personal meaning, structure, situation, educational activity.

M. B. Bondarenko, L. Y. Subbotina

A Comparative Analysis Of The Personality Structure In High And Low Adaptive Officers

In recent years, there has been a marked increase in interest in the problems of professional adaptation of a person and, especially, readiness for extreme conditions of activity. Violation of balance in the system «man – environment» entails the stress of human adaptive systems, the emergence of anxiety, weakening of emotional stability, change in the characteristics of interpersonal relationships and microsocio interaction. The article deals with the specifics of the structure of the individual, causing a different level of professional adaptation and readiness for independent activity of employees of paramilitary structures, professional officers. Unfortunately, in the literature at the moment there is very little information on the psychological adaptation of specialists of this kind. Despite certain achievements in the psychological professional support of military activities, the problems of effective professional adaptation of military personnel in the transition from training to combat unit remain unsolved. There is a separation of professional and social adaptation, does not take into account the adaptation experience of the soldier, not optimally differentiated work on professional adaptation. Life activity of the serviceman is carried out in extreme conditions of military service, thereby putting him constantly in a situation of choice, tests on durability of spiritual and physical forces. Thus, it is very important to have an idea of specific actions to ensure a psychologically comfortable entry into the profession of this kind. Adaptation to military service is a manifestation of a common, universal phenomenon and process aimed at maintaining harmony between the individual and the social environment. For low-adaptive officers characterized by the occurrence of a number of violations of neuropsychological state: anxiety, neuropsychic stress, fluctuation of the background mood, as well as some personal changes, in particular, inadequate self-esteem. All this negatively affects both the efficiency of official activity and the personal well-being of the officer. Considering the problem of psychological readiness to work, we have identified a large group of low and medium-low adapted officers. The presence of low-adaptive officers requires a scientific analysis of this phenomenon.

Keywords: military professional activity, psychological structure, personal factors, officers, social and psychological adaptation.

I. S. Myakotin

Interrelation of Coping Strategies and Identity Features in Social Phobia

The article deals with the problem of the relationship between coping behavior and identity features in social phobia. In its manifestations, the social phobia is expressed in the unmotivated fear of the performance of any social actions, accompanied by attention from outsiders, or even just dealing with strangers and people of the opposite sex. The problem is considered in relation to the individual and social aspects of identity as well as their relationship to various coping strategies. The creation of the individual pathological fixed forms of behavior as a means of protection against intense anxiety and fear in social interaction is considered. It is established that the characteristics of coping behavior characteristic of social phobia have a pronounced relationship with characteristics of identity characteristic of social phobia, and this suggests that the choice of copying a strategy by an individual should be largely determined by the ideas about oneself. In accordance with the prevailing negative perception of oneself characteristic for social phobia, a choice of strategies is made that are aimed at avoiding a possible conflict or distance from it. At the same time, both individual and social aspects of the identity are involved in the interaction, which may reflect the significant vulnerability of the individual's psychological boundaries in social phobia. Some expressed interconnections, «Flight-avoidance» – «Expected relationship from others» and «Distancing» – «Expected relationship from others» can form a closed cycle that enhances de-socialization and distortion of the identity. To a greater extent such cyclic interrelations are supported by social pressure, destructive group dynamics assuming the role of «outcast» in the group. Here is confirmed the relationship of coping strategies, characteristic for social phobia, with a positive attitude to their own physical data, which illustrates the tendency in social phobia to resolve psychological difficulties through a change in one's own body.

Keywords: social phobia, coping strategies, identity, identity disorders, de-socialization.

M. V. Novikov, T. B. Perfilova

F. I. Buslaev's Myth Concept

The article is continuation of previous publications [24] concerning the study of Great Russian scientist F. I. Buslaev's creative heritage. Here is emphasized the innovation of the academician in development of the mythological discourse in Russia of the 19-th century: he was the first who started to comprehend problems of the myth, formation of myths, mythological type of thinking, he was a creator of the original mythological theory. It is marked that when reviewing the myth the scientist was guided by the ideas of the German classical philosophy: he stated inseparability of responses of human spirit from mental regulators of thought processes;

synchronized the origin of language and myth; connected the origin of both language, and the myth to unconscious components of national consciousness; he saw manifestation of the language world view of prehistoric peoples in the myth; he considered both the language, and mythology to the archetypic fundamental bases of national culture. In search of definitions of mythological thinking as an original timeless inactive form of psycho-emotional vision by primitive people of the world around the scientist studied genesis and entity of the myth. According to Buslaev, the myth is not just a story about gods or heroes, and the method of «understanding» of the world, unique for the archaic and ancient people, «the method to think and express». He paid attention to multifunctional performance of the myth: the paradigm status in simulation of «format» of outlook and behavioral responses of many generations tribesmen, its role in knowledge of the Universe and society, education of aesthetic taste, development of moral, legal, art consciousness; he made important observations about updating and historization of contents of myths.

Recognition of «creativity of language» in spiritual development of the people, on the one hand, and belief that the myth was the most important phenomenon of cultural history of mankind dominating over his emotional and intellectual life throughout the millennia – on the other, make the content of Buslaev's mythological concept.

Keywords: myth, formation of myths, mythological thinking, mythological concept, fundamental bases of national culture (language, religion, mythology).

O. V. Bochkariova

The Problem of Dialogue «the East – the West» in Sergei Diaghilev's Enterprise

Historical perception of the binary opposition «the East – the West» by the Russian person is various. The image of «West» in consciousness is connected with progressive advance, «East» is perceived differently as something mysterious, distinctive, shading own originality of the Russian mentality and helping to comprehend it. In S. P. Diaghilev's enterprise at the turn of the 19–20th centuries the dilemma – interaction, dialogue of cultures «the East – the West» was solved in own way. The inspirer and creator of the Russian seasons understood that art is an international phenomenon, to all people, clear without knowledge of language. The talented impresario acquainted the West with Russia by means of Russian artists' painting, Russian composers' music, Russian choreographic art, skill of national performers. The idea of S. P. Diaghilev's article «The European exhibitions and the Russian artists» (1896, Munich) about mutual enrichment, dialogue between people, cultures, countries and peoples is relevant and modern. Diaghilev showed to the world the achievement of the Russian art upto 1912, and searched new forms of art. The East subject was shown in ballets «Polovtsian dances» (the composer – A. P. Borodin, the ballet master – M. Fokin, the artist – N. Roerich), Shekherazada (N. Rimsky-Korsakov's music, the artist – L. Bakst, the choreographer – M. Fokin), etc. Stage performances of the first ballets of I. F. Stravinsky «Firebird» (1910) and «Petrushka» (1911) (composer I. Stravinsky, ballet master M. Fokin, artists L. Bakst, A. Benois), with participation of ballet dancers T. Karsavina and V. Nezhtinsky caused delight of the French public. The performance united plastic, picturesque, musical art and became an original artistic discovery. The impresario created bright on-stage performance group which influenced the whole further development of art around the world. S. P. Diaghilev carried out a task of promoting of the Russian art in the world and achieved close rapprochement, dialogue of cultures, dialogue of persons.

Keywords: S. P. Diaghilev, the dialogue of cultures «the East – the West», Russian art abroad, «Russian seasons».

N. E. Voronina

A Definition of Concepts Great/Small in the Russian Culture

In the article is given culturological justification of the definition of concepts «great» and «small» in the Russian culture. The etymology of the Russian words based on philological works is studied. The comparative analysis created in ordinary consciousness and a scientific tradition of the binary opposition «great» – «small» is carried out. Modification and relation to the concepts of the literary tradition and culture interesting to us in general is traced. The author of the article pays special attention to the concept «a little person», is widely spread in the Russian cultural and, in particular, literary tradition.

Certain examples of the use of these concepts in such spheres as history geography, literature, sociology are analyzed and systematized, special attention is given to art. In particular, historical persons, people of Russian art and the Soviet Union, geographical objects are considered.

Special attention in the article is paid to the definition «great» – «small» in the Russian and Soviet theater in the beginning of the 20-th century (on the example of troupe of the Moscow Art Theatre). The author stops at certain fates of the Russian and Soviet artists of the 20-th century. Many actors are performers of «supporting parts» – remained behind the scenes of the art process, and recognition was gained only by «great» actors. In the article the subjectivity of «encouragement» of bearers of great names is emphasized.

In the article the hypothesis is stated on creation of the context by creative figures of «the second plan» for forming ideas of great names. Activity and contribution of «little» actors to development of the Soviet and Russian culture on certain examples are considered. During the research need to recognise not only «great» actors, but also actors of «the second plan» is proved.

The problem «great» – «small», applicable to culture in general is defined through the prism of consideration and the analysis of on-stage performance group. The question is raised on importance of studying absolute and relative scale of a certain creative person for history and the theory of culture.

Keywords: Grand Duke, great actor, People's artist, little person, K. S. Stanislavsky, S. E. Gollidey, A. A. Stakhovich.

O. V. Gorokhova

Between love and «unlove»: Russian invariant of the child's archetype in Russian cinema

In Carl Jung's interpretation, the archetype is compared with the «axial structure of the crystal». Following the logic of the scientist, it can be assumed that in every person and in every culture this axial structure is crystallized in its own way, acquiring the individually-personal or national original content. The article is devoted to the substantiation of the Russian invariant of the child's archetype as a specific mental model, which grew out of folklore, iconography and noble culture, supplemented by the reflection of the domestic cultural thought of the late XIX – early XX centuries and originally manifested in art. To the essential qualities of this model can be attributed: sacrifice and the Messiahship of the child, the close spiritual bond of child and mother, the rootedness in traditions and family, the poetry and contemplation of the child's soul, deep creative essence. It is assumed that these qualities, dominating, but certainly not excluding the possibility of actualization of other aspects of the archetype, for a long time have determined the existence of childhood in Russian culture. In the XX and XXI centuries in the Soviet and Russian reality there are essential transformations: the child's archetype, initially defined by love (to the nature, home, family), faces total «unlove» – in society, in a family, in itself. In particular, there happened disruption of the connection with the family and home, which were the focus and the heart of the child's world; the intimate and personally necessary connection with nature loses its sense. In Russian cinematic texts as the extrapolation of the collective and individual unconscious in a kaleidoscopic variety there reflected projections of transformations of the child's archetype (in particular, in the films of S. Eisenstein, N. Mikhalkov, A. Tarkovsky, R. Bykov, Y. Yevtushenko). In the mental field of modern national culture erosion of national specificity of archetypal matrices has continued under the influence of globalization processes.

Keywords: archetype, child, Russian cinema.

I. V. Demin

Concept of Boundry in Yu. M. Lotman's Culture Semiotics

The article examines and analyzes the concept of the boundry in Lotman's cultural-semiotic concept. The article clarifies the relationship between the concept of the boundry and the problems of the historical dynamics of culture and cultural (intercultural) communication. The article reveals the connection between the concepts of «boundry» and «translation». The meaning of the semiotic re-concept of the boundary for a productive discussion of the reference problem in the context of the philosophy of language and the philosophy of culture is revealed.

The article examines three main aspects and the meanings of semiotics in Lotman's concept. First, semiotics is a scientific discipline, the object of which is the sphere of symbolic communication. Secondly, semiotics is a special method of the Humanities. Thirdly, semiotics is the idea of the cognitive consciousness and a specific perspective of the consideration of man, culture and society.

Semiotic interpretation of the concept of the boundry is associated with the explication of the structure and mechanisms of transformation of the cultural space («semiosphere»). The boundary is the place where semiosis is carried out, the processes of semioticization and desemioticization take place. Crossing boundaries (both internal and external) is a driving force of semiosis.

Interpretation of the concept «boundry» in Lotman's semiotics is associated with a new interpretation of cultural communication. Communication involves transition, the intersection of the semiotic (linguistic) boundary. Translation from one language to another is a condition of opportunity and an integral component of cultural communication.

The peripheral and boundary regions cultural phenomena have the greatest potential for development. This is an important regularity of the functioning of the semiosphere.

Every boundary, according to Lotman, performs in the context of culture two interrelated functions. First, the boundary limits the penetration of foreign and alien, preserves and maintains the identity of culture. A boundary is a filter that passes one information and filters out another. Secondly, the boundary adapts incoming information from outside, recycles «external» to «internal».

Keywords: culture, semiotics, semiosis, semiotics of culture, semiosphere, Lotman, concept of boundary.

T. S. Zlotnikova

Game in the Russian Manner: Policy in the Russian Media of the 21st century

In the article is put and theoretically proved and also considered a long time observed problem on material of work of domestic television: game mode of media space. A game is defined as a universal code of popular culture (T. S. Zlotnikova and coauthors) as fight or its imitation (Y. Huizinga), as a chain of transaction with a predictable outcome (E. Burn). The game, which is present at a television product, has an algorithm «enticing», «entertainment», provocativity, didacticism, expression of interests of people and groups at crafty demonstration of irony towards them. The speech in the state-of-the-art review is about a competition in its direct quality – race for power, formal or informal, aspiration to the obvious and conventional victory over rivals (whether it is a sphere of actually political or media). Here is discussed experience of game submission of pre-election information, data on change of officials of a high rank and also experience of conducting an entertainment programme by the minister acting at that time (materials since 2004 till present are updated). The retrospective analysis of the political self-presentation of certain persons and news programmes about the major political events, which owing to the game discourse, were not highlighted enough or were presented incompletely

and indistinctly. Here is presented analytical television experience of imitation of the dialogue of the journalist with the power, with behind one's back reproaches and barefaced compliments. Special attention is paid to television production where the policy is presented both by myths about the top officials of the state, and myths about «ordinary people». And, if ordinary people are given a type of fantastic heroes, then politicians of the XX century are tried to be made clear and ordinary (series about Stalin, Khrushchev, Furtseva, Brezhnev). The conclusion is drawn that a game with realities and political figures turns modern domestic television into popular culture evidence.

Keywords: a game, policy, the Russian media, popular culture, news programmes, analytics on television, a talk show, a movie, series, a person.

N. S. Pichko

Culturological Comprehension of Artistic Consciousness Dynamics

The development of mastery in art affects how the recipient thinks about problems and sees the world that surrounds him. The article deals with the specificity of the concept «artistic consciousness» from the point of view of cultural knowledge. It is proved that every individual, thanks to artistic consciousness, has the potential to be a creative person, to use and express his innate wisdom.

The idea is stated that the most beautiful paintings, music and poetry at a conscious level cause a person a sense of unity with nature and art, harmony with the world. Great works of art express the beauty of Nature, recalling that we live in the Creative Universe, which in itself is a work of art, filled with masterpieces of rivers, stars, mountains, clouds and flowers. The greatest artists, poets and musicians over time tried to convey this message to us. This art surrounds us everywhere and awakens both aesthetic and artistic consciousness.

Attention is focused on the fact that artistic consciousness, like children's play, occupies an intermediate place between practical and theoretical relations. The theoretical nature of cultural value is limited by its connection with a specific sensory situation, with certain objective carriers of meanings (artistic images). Consequently, it is the game that is a psychological mechanism that determines the formation of a specific form of contemplation in a person – the ability to see all the roots of aesthetic contemplation and artistic consciousness and the ability to creative imagination.

A fragmentary characteristic of the essence of the concept «artistic consciousness» is proposed in the works of famous philosophers, historians, culturologists, art critics. Their position was relevant for the expansion of general knowledge and the formation of their own vision of the studied definition in the context of the topic of this article.

Keywords: artistic consciousness, aesthetic consciousness, the nature of art, concept, worldview, culture, artist, creativity, spirituality, artistic form, philosopher, culturologist.

N. A. Khrenov

Followers of A. Tarkovsky's Discourse in Modern Russian Film Direction: A. Zvyagintsev

In domestic cinematology there is a quite popular belief concerning the movie style of modern Russian film director A. Zvyagintsev, who practically nearly two decades draw attention of society with his works and quite often wins prizes and awards at international film festivals. This opinion consists in A. Zvyagintsev's perception and assessment as a follower and successor of A. Tarkovsky's style. Is there such a perception of A. Zvyagintsev's movies through the prism of stylistics of A. Tarkovsky's movies? Yes and no. Pulling together A. Zvyagintsev with A. Tarkovsky, others proceed from purely external features of A. Tarkovsky's style, for example, the appeal to classics of fine arts and to quotes from the Bible. The question on continuity, however, demands deepening in mental depths of A. Tarkovsky's creativity, who returned cinema aesthetics of the second half of the XX century to the hesychastic aethical system, which flashed in domestic Orthodox culture many times and which was acquired in Russia in the Middle Ages. Is it possible to claim that A. Zvyagintsev in this sense follows A. Tarkovsky and is it possible to distinguish the ancient Byzantine tradition in his creativity? It is impossible to answer this question unambiguously also because A. Tarkovsky as the artist of the messianic type became the mature artist during the thaw era, when a specific cultural model approved itself in cinema. A. Zvyagintsev is a different thing, whose movies are clear only in the context of a new cultural model, where revival of the imperial complex has a huge value, its origin is also Byzantine. This cultural model makes A. Zvyagintsev's style unsteady. Some of his movies remind not so much A. Tarkovsky, but, for example, V. Shukshin. The absence of the accurate sequence in A. Zvyagintsev's creativity characterizes not only a psychological aspects of his creativity, but, also formation of a new cultural model, not only certain masters and their movies depend on, but also cinema in general depends on. The author of the article proves that there is, undoubtedly, A. Tarkovsky's influence on the style of A. Zvyagintsev's movies. But this circumstance does not exhaust the sense of his movies needing the culturological analysis.

Keywords: transcendental style, boundary situation, sacral sense, Hesychasm, Byzantine tradition, collective unconscious, empire, Messianism, Orthodox church, desacralization, private life, family, father.

S. A. Pesiyakov

Categories «Personality» and «World Outlook» as a Borderline Condition in K. D. Kavelin's Philosophic-Historical Views

This article examines the philosophical views of Konstantin Dmitrievich Kavelin (1818–1885) – the author of « the personality theory» and the supporter of the ideas of «psychological positivism». In the context of nineteenth-century Russian philosophy, as well as the dispute between «Slavophiles» and «Westernizers,» Kavelin's historiosophical and philosophical-psychological research became an example of how the formulation of the question of a «borderline» between civilizational types led to a push in the development of various socio-humanitarian and natural scientific disciplines. A specific feature of the categorization of the philosophy of history in Kavelin is an appeal to psychologism and relativism. Konstantin Dmitrievich tried to identify a temporal and spatial borderline between civilizational types, using in his study the philosophical and psychological categories «personality» and «world outlook». The category «personality» manifests itself in several statuses: as ontological, epistemological, anthropological, axiological and ethical components of Kavelin's philosophy of history. In the process of development of society and civilization, «personality» determines the direction of progress. The basic principle laid down in the selection of the category «world outlook» is a complex of products of people's spiritual activity and their independent development. The Thinker singled out several types of «worldviews» – Oriental, Classical and Christian. All of them are characterized by special features of the mental activity of a particular civilization, defining the borderline between them. Highlighting the categories «world outlook» and «personality», Kavelin turned to different philosophical ideological heritage, including laying in his theory fragments of the Hegelian philosophy of history. The development of the facts of psychic reality and their growth without direct, volitional participation of people, allows us to notice the influence of the highest category of Hegel's philosophical system – the Absolute Spirit.

Keywords: history of Russia, history of philosophy, Kavelin, borderline, personality, world outlook, dialogue of civilizations, Russians, positivism, psychology, ethics, ontology.

G. V. Malyasova

The Identity of the Artist and Regional Art Education at the Turn of Eras (1916–1922)

The article is based on archive materials revealed by the author and also the memoir sources it is shown the relations between «old» and «new» in the regional artistic life in last pre-revolutionary and first post-revolutionary years. The history of Voronezh state Free art studios appears as a characteristic and striking example of how in a difficult and crucial conditions of the post-revolutionary years it was the initiative of particular people, both professional artists and art students, their enthusiasm and commitment to creative self-realization not allowed to break the tradition of art education in Russia and helped to lay the foundations of a new state system of art schools, existing to the present day. Experience of self-organization of young Voronezh artists, dating back to 1917–18 and presented by the organizer of the school B. Bessarabov to the conference of art students in Moscow in 1918, became one of the earliest successful experiments of this kind and had a significant influence on the further course of the reform of art schools in Soviet Russia. The free circulation of the artistic personnel and new ideas between the capital and regional centers of art education for the first time in the history of Russia equalize the professional level of the central and regional art schools. Personal contribution to the organization of Voronezh State Art Gallery of such artists as B. Bessarabov, S. Romanovich, G. Krutikov, A. Boeva is considered. On the example of the art school in Voronezh, the process of formation, flowering and decline of new art centers in the Russian province is considered in 1917 – early 1920-s. The numerous testimonies of contemporaries cited in the article make it possible to trace the process of increasing material difficulties in the first years of the Soviet state encountered by new art schools and which eventually became one of the reasons for curtailing the project of a network of free art studios.

Keywords: G. T. Krutikov, S. Romanovich, A. Boeva, Voronezh Free State Art Studios, regional art schools, history of art education, artistic life of the province, 1920-s.

E. Ya. Burlina

Tolerance as a Process: Gorky's «Merry Righteous Men» in the 1930-s

The relations of sympathy and compromise, now called «tolerance» in European cultural practices, have deep roots in Russian culture and philosophy. The relevance and novelty of the proposed article is that a cultural phenomenon of tolerance seen in the context of the Soviet culture of the 1930-s. This period is not consistent with the expressions of consent and inclination to compromise. Popular in the young Soviet Russia phrase: «Who is not with us, he is against us» is associated not only with propaganda, but also with relevant at that time art programs. In addition, M. Gorky's works of earlier periods, as confirmed by the researchers, were famous romantic intolerance. However, in recent years, during the creation of large-scale educational and publishing projects, which he considered paramount for the growth and development of Russian culture, Gorky was inclined to compromise. The author believes that this new and «compromise» concept for the writer is based on Gorky's essay, written in 1927 and has not attracted much attention so far. One of the heroes is pre-revolutionary engineer and writer Nikolai Garin-Mikhailovsky (1852–1906), and the other one – lawyer Yakov Teitel (1850–1939). Gorky calls Teitel «a truly righteous man», clarifying that he had a chance to meet «a truly righteous man» a maximum of six. Referring to Christ, Francis of Assisi, the founder of the Red Cross Henry Dunant and indomitable Dr. F. Haass, the writer models the biography, which was not popular in the 1930-s just as impressed

by Mr. Bitter. Garin-Mikhailovsky, engineer and writer, came from a high-ranking noble family. Garin, according to Gorky, was distinguished by rare creative potential, creativity and responsiveness. The conclusion of this article is that the portraits of Russian intellectuals, capable of consent and compromise are particularly relevant for Gorky of the late period, in the 1930-s. In this manifestation of his humanity, wisdom and foresight of the future are revealed.

Keywords: A. M. Gorky, N. G. Garin-Mikhailovsky, J. L. Teitel, memories of the 1930-s on provincial Samara, biography, creative and versatile engineer, as well as «a truly righteous man» as a cultural model of tolerance-a sympathy with the glacier and compromise.

A. S. Khodnev

Musical «Hamilton»: Public History and Designing of the Identity in the USA

The article examines the cultural phenomenon of the musical «Hamilton», staged in 2015 and became a bright event. «Hamilton» sparked serious discussions on the history of the period of the Early Republic in the United States. At the turn of 1980–1990 in the US public history made the turn to studying historical memory and the use of the past. For a long time in the United States, one of the foundations of a common American identity was the events of the Civil War of the 19th century, embodied in M. Mitchell's famous novel «Gone with the Wind» and the famous film. However, since 2015, the foundations of the American identity of the modern generation began to shift towards the era of the American Revolution and the Early Republic. The leading role in this process belonged to the musical «Hamilton». L.-M. Miranda wrote the script and all the texts based on Ron Chernow's famous book. «Hamilton» revolutionized Broadway, although at first the performance looked like a very risky project, both financially and from the artistic point of view. The fact is that hip-hop and rap very slowly made their way onto the Broadway scene, in contrast to the earlier jazz and rock quickly gained popularity and included in the canon of the musical theater. Multi-racial casting was expressed in the fact that the white Founding Fathers of the United States were played by non-whites. However, multi-racial casting in a musical neutralizes the problem of existing slavery. The creators of «Hamilton» can be reproached for presentism, the transfer of past events to the present and the use of the past to achieve modern cultural and political goals. Nevertheless, «Hamilton» claims to be the basis for constructing the identity of a new generation of Americans.

Keywords: musical, Lin-Manuel Miranda, Alexander Hamilton, public history, identity, historical memory, use of the past, mass culture, hip-hop culture, presentism.

V. M. Kuimova

Abyss on the Edge: Bykov's Circus (sense bearing facets of the cinema «Aibolit-66»)

In this article personality of R. A. Bykov is comprehended in two ways (hypostases) simultaneously. In the first there is a figure which formed frontier. In the second, it is a subject, poetic metaphor «abyss» integrated into studies in frontier of the creator's personality. The author creates existential frontier works because he exists in frontier situations. On the one hand it is internally conditional situations, they include psychoanalytic discourse of the creative personality. On the other hand it is external situations, they include admissible and unacceptable. In a greater degree it is manifested in the director's works of Bykov. The most indicative aspect of the frontier is manifested in the film «Aibolit-66». This film is made in the genre of processing. «Aibolit-66» was analyzed in several planes – aesthetic, being and socio-moral. In the first serious motion picture, Bykov chooses an innovative technical approach. The main characters – Aibolit (O. Efremov) and Barmales (R. Bykov) – are understood as existentially not coincident. It manifests itself both in the meaning of the roles and in the exaggerated disposition of actors. Bykov draws a parallel with totalitarianism. It is the political aspect of the film. Barmales has the motives of fascism and misanthropy as the character of Berthold Brecht play, Arturo Ui, which was popular in that period of time. Unintentionally, the basis for Bykov's antagonism is the concept described by M. Heidegger in the «Black Notebooks», – *Machenschaft*. Barmales' position is destruction. At the same time Aibolit is the embodiment of true being. He takes the position of rescue.

Keywords: R. A. Bykov, the creator's personality, frontier, existential perspective, inferiority complex, circus as a life metaphor, concepts *Machenschaft* and *Seyn*.

T. N. Karpova

Women's Dramatics of the Last Third of the XX Century: to the Problem of Creativity Evolution

In the article the problem of the evolution of female dramatic art of the last third of the XX century is considered, the urgency of which is due to the burst of female drama that emerged in the 1970s in the first plays by L. Petrushevskaya, L. Razumovskaya, N. Ptushkina, A. Sokolova and in the 80–90-s works by N. Sadur, E. Gremina, K. Dragunskaya, E. Narshi, etc. The study is carried out taking into account the awareness of the lack of artistic unity among dramaturgesses, due to the influence of various professional experience and the influence on their dramatic activities of different creative intentions. The difference in the creative orientations of dramaturgess-representatives of different groups determined the dependence of their creativity on various sociocultural realities and

trends, the degree of influence of which on writers was not the same. Dramaturgess-journalists in dramatic work were dependent on the image of the world created by the media. During the period of stagnation, the artistic world of their plays was created on the principle of the opposite, with the onset of perestroika their drama began to «grow» organically from the professional, journalistic context. Dramaturgess-theatrical figures turned out to be dependent on the actualization in the culture of specific authors, works, genres, it was connected with the possibility of drawing an analogy between the problems raised by classics and contemporaries tested. Creativity of dramaturgess prose writers was exposed to external influences in the least degree. Their plays are most constant in form and content, which is explained by the personal nature of the reasons, the recognition of this category by the dramaturgesses of the prose sphere as the most organic for creative self-realization. Concentration on personally conditioned artistic intentions explains the fact of their immunity to external influences, the lack of desire to enter into a creative dialogue with contemporaries. The work of playwrights, actually playwrights, who came to drama in the 1990-s, the time of the experiment, turned out to be theirs. Their work is the most dynamic, but artistically chaotic and diverse, which is explained by the situation of the experiment, which provoked the authors to the most different, unexpected decisions. The combination of biographical, psychological and historical-cultural approaches makes it possible to explain the reasons for the artistic changes that took place in the sphere of female dramaturgy of the 1970-s and 90-s of the XX century.

Keywords: female dramaturgy, dramatic creation, evolution, dramaturgess, drama.

M. V. Petrova

Sociocultural Characteristics of the Province in S. Dvortsevoi's Documentary Film «Bread Day»

The article reveals and analyzes the socio-cultural characteristics of the province. The province becomes the starting point for considering the image of a rural province, distinct in its features from the urban province. Thus, the traditional dichotomy of the capital-provinces, is widened by the introduction of yet another sense-forming vector.

The author builds a rural province into a chain of evaluation characteristics that traditionally arise in this comparison: outskirts, wilderness, backwoods. At the same time, it is necessary to emphasize that such a synonymous series is traditional for the consciousness of a modern Russian citizen. And with respect to the metropolitan to the province as a whole, one must speak of the stability of the value hierarchy, where the provinces in general, and the rural one, in particular, are assigned the lowest levels.

Nevertheless, from the point of view of cultural self-sufficiency, a representative of a city province can claim a certain central position in relation to the village status. In the given foreshortening, the reading of the cultural text of the province as a sign system acquires special significance. Any detail of provincial life, in the end, is perceived only in the context of provincial culture, which contains both the symbolism of space and the possibility of individual reading, the specifics of associative connections.

The image of the province in the documentary film directed «Bread Day» by S. Dvortsevoi has absorbed all the diversity of sociocultural symbols of the Russian remote places. The provincial life of an abandoned working village turned out to be out of time and out of space. But the participants of the events, the animals, the landscape and even the details are emphatically self-sufficient and harmonious. And despite the absurdity of life's realities, in which the stereotypical perception of the province as backcountry and backwoods is manifested, the special charm of this neglected life remains.

Keywords: documentary films, socio-cultural characteristics, province, wilderness, outskirts, periphery, S. Dvortsevoi.

N. A. Didkovskaya, L. A. Krasavina

The Modern Art Museum as a Phenomenon of Cultural Frontier

In the article a frontier nature of the Modern Art Museum as a cultural phenomenon is considered. The philosophy and aesthetics, character and forms of existing, principles of perception and assessment of the modern art make essential changes to logic of relationship of the museum as an institute, functional environment and its art-space.

The paradigm of existing of the museum as a collection of art works, modern for the era, is relevant since antiquity upto the beginning of the 19th century, when under the influence of the ideas of historicism collections of works were being formed, having not only aesthetic, but also historical and cultural value.

«New round» of graphic languages, techniques and even extra art prove the modern art as a cross-disciplinary zone demanding new interpretation of the museum environment. Authors of the article staticize analytical-methodological discourse of the art criticism interpreting the concept of the modern art as a dialectic, contradictory phenomenon, limited by neither technology of execution, nor subject, but for this reason it must be included into the museum context as special art space.

The debatability of the idea of the Modern Art Museum does not interfere with existence of a significant amount of similar museums in Russia and in the world.

The frontier nature of existing of the modern art in the museum is investigated by the authors on the example of projects of the «Modern Art in the Traditional Museum» festival uniting new and classical, modern and traditional heritage into uniform space.

«Frontier» is an immanent principle of the semantic and structural organization of the Modern Art Museum, which is shown not only in discrepancy of perception and assessment of its artifacts, but also in the nature of the modern art as the phenomenon including various non-uniform elements.

Keywords: museum, modern art, frontier, present, vanguard, museum context, the latest currents, art museum, ready-made, art zone, art space.

V. A. Tirakhova

Representation of the Image of Russia in National and Foreign Cinema

Within the present article the characteristic circle of national stereotypes about the Russian culture is designated, embodied in certain images of national and world cinema that has allowed to reveal specifics of the image of Russia, created and broadcast in the western popular culture and to define the main tendencies of representation of the image of Russia in modern national popular culture.

During the research two main tendencies were revealed, typical for representation of the image of Russia in foreign mass cinema. The first one is a screen version of the Russian classics considerably simplifying a plot, conflict and images of the classical work. The second one is representation of typical Russian space of Russia and the Russian heroes in the modern world. In the foreign movies appealed to the Russian culture, the image of Russia remains to be traditional and is embodied in stereotypic signs of the Russian culture. It is noted that the screen version of national literature directed to promote the Russian classics is relevant for national cinema.

The analysis of national cinema caused a conclusion that national movies represent the image of Russia based on national stereotypes in the movies appelled to folklore plots or historical events in recent years. Manipulation with folklore images is a cornerstone of the first ones. In historical cinema in the forefront there are movies rehabilitating the Soviet past by means of its idealization and mythologization, at the same time there is desacralization of sign images of the Russian Empire. Historical and biographic movies are relevant, where the image of the cultural hero is made, and at the same time such pictures are connected thematically with a relevant sociocultural situation. The combination of traditional plots with marks of modern world cinema is characteristic for both types of movies.

Keywords: representation, foreign cinema, national cinema, cinema, popular culture, image of Russia, national stereotypes.

S. A. Inikova

Folk Tradition and Religious Idea in the Modern Funeral Apparel of Old Believer-Lipovans in Romania

On the materials obtained during expeditions in Romania to the old believer-Lipovans, the author shows the idea of the importance of funeral clothing and traced the tradition in its manufacture. The paper describes the modern complexes of men and women's funeral costume; the changes that took place in it in the second half of the XX – beginning of the XXI century, and highlights the specific Lipovans' elements, as well as the most persistently preserved elements of the traditional Russian folk costume. Funeral clothes are considered from the point of view of reflection in it of the religious idea about the Christian image necessary to the old believer during life and especially after death. The article shows how the principle of traditionalism established in the old belief links this religious idea with the ethnic tradition. Attention is paid to the differences, characterized for the funeral clothing of old believers of Belokrinitsk and Beglopopov (now novozybkovo) consents, as well as the chasovennye (chapelers). The funeral clothes are considered as the identifier of the confessional and ethnic origin of the old believers of Romania, it highlights three elements that have a particularly significant semantic and identification meaning: men and women's shirt, women's headdress and especially a shroud. Having considered the innovations and some borrowings from the Romanian funeral tradition that appeared in 2000-s, the author concludes that the gradual loss of ethno-confessional specificity in the ritual clothes of Lipovans testifies to the influence of the general process of globalization of culture rather than assimilation. The pace of this process depends to a large extent on the openness of religious groups and their willingness to the contacts.

Keywords: funeral clothes, old believer-Lipovans, Romania, folk tradition, religious ideas, identity, globalization, assimilation.

E. V. Volkova

«Triumph» of Museum Design and Metamorphoses of Museum Interpretation

The article is devoted to the problem of conceptualization of museum design in the modern critical museum theory. The author focuses on the problem of applicability of such conceptualization to the analysis of the Russian museum practice and Russian museum history. The conceptual basis is Valerie Casey's theoretical developments in the field of visual research (Lacan's «Gaze concept») and performative museum experience.

Museum design is considered as a communicative medium between a visitor and a museum object, as a «screen» allowing to interpret the subject. The article shows how the «interpretational complexes» changed in three historical types of the museum – «legislating», «interpreting» and «performing». The author gives a description of the design elements that are grouped around the presented object. Thus, in the legislative museum there is almost no contextual information, in the interpreting museum interpretation has become more important than the subject. And in the performative museum design wins.

On the example of the performative museum experience there are noted different didactic roles of these three museum types. Thus, the author analyzes the features of the visitor's reception of the museum objects, as well as the visitor's participation in this type of museum communication, it is considered as a performance. It is noted that in the performative museum, the performance is played out for the viewer, and he takes a rather passive position and is practically exempt from any requirements to himself. The didactic role of such a museum is minimal.

Keywords: museum design, display, exposition, interpretation, museum object, medium, performative experience.

G. V. Denisova

Russian-Italian «Own» and «Other»: a Linguoculturological Analysis of Russian Authors' Works in Italian

The article is devoted to the comparative analysis of the cultural and communicative role of the art prose belonging to the Russian authors' pen, but written in Italian in the first half of the XX century and at the beginning of the 21st century and also the stereotype of the Russian language/culture perception, which is made under its influence in Italy.

They consider that in the history of the Russian emigration of the XX century Italy did not play a considerable role as France or Germany. However, there were periods when the Russian colony in Italy, non-uniform in its national, social and confessional signs, on the whole remained to be tightly connected with Russia and it was an outstanding historical and cultural phenomenon.

Writer-emigrants' works are subject to close attention of the Italian literary critics, who are looking for not only another point of view on topical social problems in this creativity, but also a source of up-dating of the Italian culture and society nowadays. Many natives of Russia, who settled in Italy in the first half of the XX century, created samples of the Italian prose, which instilled traditional values of the Russian literature in the Italian culture. In recent years in Italy the so-called «double prose», or «prose without the homeland» is developed in the sense that its chronotope is not defined, and language represents only conditionality, but not the entity of art thinking, and that allows speaking about formation of a new type of the language personality, which is offered to name as «marginal bilingual». The last is connected with the question maintaining originality, existence of initial idea in the context of foreign-language culture on saving or loss of the native language, traditions and features of mentality.

Keywords: cultural ties, «frontier», identity, stereotype, Russian writer-emigrants, Russian culture, Italian culture.

S. A. Dobretsova

Vyatskoe as a Phenomenon of Popular Culture in the Province

The article considers a phenomenon of popular culture in the province on the example of village Vyatskoe socio-cultural experience. Belonging of Vyatskoe to a mass cultural sphere is viewed on the next algorithm: a name, a self-designation, an emblem and a structure of complex: a building, nature landscape, and museum objects. The explored details (a name, self-designation, emblem) concern the context of Vyatskoe existence as a phenomenon of popular culture (basing on economic and social-psychological elements of business project). The text of Vyatskoe as a phenomenon of popular culture is defined, in the author's view, by the next elements: building of Vyatskoe as a village (inhabited by ordinary population of range), nature landscape and an aggregate of museum and «museumlike» objects. The author of the article notices a paradoxical feature in the province, as long as, on the one hand, the province always appears as a reserve fund of the native culture and during a long time provincial creators have been staying unique persons who have been making artifacts of culture. On the other hand, existed in the paradigm of popular culture, the province is bound to its rules: simplicity, accessibility, «pleasantness», a claim to elitism. Consequently, the research of popular culture phenomena in the province acquires an actual continuity in conditions of a contemporary cultural situation. Vyatskoe is an attempt to create a historical-cultural complex with a claim to originality with superficiality, exteriority, a consumer's attitude underlying in visiting of many «museumlike» objects. Vyatskoe can be considered as a pure museum sphere but only for the community wished consumerism (as a process) as far as you can not leave nothing but money in the historical-cultural complex: neither soul nor photos. Certainly it is a phenomenon of popular culture as then «making a «homogeneous world» without possible options and fluctuations is a benefit, a merit and guilt of popular culture. A person is «a cozy barrier from troubles and risk temptations of dream».

Keywords: popular culture, province, museum, artifact, simplicity, accessibility, consumerism, historical-cultural complex, «museumlike» objects.

R. V. Korobko

On Frontier of the Cinematographer's Professional Culture (on the example of Vittorio Storaro's creativity)

The research is dedicated to the frontier issue of technology and philosophical-aesthetic aspects of cinematography professional culture mostly based on the example of the theoretical foundation of Vittorio Storaro, a famous Italian cinematographer (co-authored directors of B. Bertolucci, F. F. Coppola, W. Beatty, C. Saura).

The historical dynamics of the development of ideas about the essence of the cinematographer's work is considered: from the camera technician to the co-author of the artistic image; this is reflected in the profession name: from the camera operator to cinematographer.

Conclusions are drawn that in the modern socio-cultural conditions of total industrialization, there have been significant changes in the professional cinematography culture. The mechanization and automation of technological film processes, as well as a significant increase in the volume of technical and technological knowledge and skills in professional cinematography culture has increased. However, the result of the cinematographer's work – cinematic frame is judged first of all with philosophical and aesthetic categories. At the same time, the information model of the traditional professional cinematography culture is based primarily on the cognitive process of technology, and the questions of its application, based on the philosophical-aesthetic cognitive process, are included in this information model in the most general, minimum scope. In this regard, there is a rapid growth in the need for philosophical and aesthetic knowledge and skills among cinematographers.

The tendency of the predominance of the dynamics of high cinematographic technologies over the dynamics of their mastering has been revealed, which leads to sharp diversification of professional cinematography culture into special branches. This creates the need for their integration into a single cinematographic process on the aesthetic-cognitive basis.

The problem is especially urgent in conditions of sharp reduction of the budget (financial, temporary, human) in the modern domestic film production with a rapid increase in its mass character.

One of the few studies in this direction is «Writing with Light, Color, and the Elements» by V. Storaro.

The system solution of the described problems is seen in the framework of the semiotic methodology – the identification of special codes for cinematic communication linking technical and technological instruments of cinematography activity with cognitive philosophical and aesthetic landmarks.

Keywords: professional cinematography culture, cinematography mastery, frontier issue, technology, creativity, aesthetics, Writing with Light, painting with light, Vittorio Storaro.

A. V. Shikhanov

Formation of Organization Image: a Press-Secretary and Television

The image of the internal affairs division of a law enforcement agency in the certain region is influenced by a number of factors, including personal experience of the population on interaction with police officers, stories of acquaintances and friends, and, of course, representation of the police by mass media. This source of formation of the image in many respects depends on public presentations of police press secretaries (heads of the press services). A key role is played by television in formation of public opinion. In order to prove the hypothesis that public presentations on television influence formation of the image both of the speaker, and the organization, which he represents, the survey of heads of Information and public relations (press services) divisions of the Ministry of Internal Affairs, Central offices and Departments of MIA in territorial subjects of the Russian Federation was held. Leaders of the police press services were chosen as a representative general selection as they are responsible for work with mass media in law-enforcement agency. In total about a half of all experts of such profile took part in this poll in Russia. The carried-out questioning can be considered representative and suitable for the further analysis. When holding the poll tasks were to find out subjective and objective importance of public presentations on television for heads of the press services of the police and also to define how carefully externally and internally heads of the police press services prepare for public presentations. According to data of the poll the heads of police information and public relations divisions in territorial subjects of the Russian Federation, not only submission of factual and statistical data, but also the substantially saturated and carefully made public presentation of the police press secretary on television is capable to make a positive impact on formation of the image of the organization presented by them.

Keywords: mass media, media, television, police, press service, poll, image.

