

GENERAL PEDAGOGY. HISTORY OF PEDAGOGY AND EDUCATION

E. O. Ivanova, I. M. Osmolovskaya

About Designing Innovative Educational Practices

The article gives a didactic idea of the essence and content of modern innovative educational practices. The process of their design is considered from the point of view of project management as the stages of the project life cycle. Educational practice is defined by the authors as the integrity of educational activities, and providing its conditions: didactic approaches, theoretical provisions, social institutions, subjects of practice. The ways and directions of dissemination of innovations in the field of education – «vertically» and «horizontally», which differ, first of all, by the initiators and activity of the subjects of practice, are analyzed. The dependence of the direction of development of innovative educational practices on modern socio-cultural requirements is considered. It is shown that innovative practices are the points of growth of educational systems, preparing a «breakthrough» in their development, allowing to consider education from alternative positions, to include fragments of practices in the traditional pedagogical reality. The classification of innovative practices is presented, based on the problems they are aimed at solving. Two groups of practices are identified: the ones focused on technologization of education and the others focused on the humanization of education, each of which contains several types of practices. One of the main problems of innovative educational practices is their institutionalization. The analysis of the algorithm of the design process, its basic and mandatory elements from the standpoint of educational activities showed, that consistent actions on the initiation of the project, its planning and development, implementation, control of execution, as well as the completion of the project, that is, the implementation of all stages of design allows the practice to become mass, institutionalized.

Keywords: innovative educational practice, design, life cycle of the practice project, didactic analysis of educational practice, classification of practices, directions of practice development.

E. V. Zautorova

The Model of the Process of Moral and Aesthetic Education of Convicts Sentenced to Terms of Imprisonment

This article presents a model of the process of moral and aesthetic education of convicts in prison. In developing the model, we proceeded from the fact that in this process, in order to improve the moral and aesthetic education of convicts, there is a combination of pedagogical influence and its subjective refraction in the self-education of a person (reflection), so that the person realizes himself in accordance with his own conscious choice.

The presented model consists of two parts (invariant and variable), which are not completely independent, they intersect. The study identified interrelated components of the model (diagnostic, goal-setting, incentive-motivational, content, activity, regulatory-volitional, reflexive-control) on the basis of reflexive-activity approach, and in real practice they have often continuous, cohesive, holistic nature, where the individual elements interpenetrate, diffuse into each other. In the center of the model there is a motivational component of the convict's personality-the motivator of the causes of self-education, his inner desire to change regardless of some external reasons, the desire to navigate quickly and correctly in changing environmental conditions, to find quickly adequate means of a particular situation.

The idea we develop about the process of moral and aesthetic education of convicts is reflected in the development of its stages, interpenetrating and complementing each other (diagnostic, prognostic, activity, reflexive, final). The studied process can be implemented only with the mandatory active participation of the individual, the presence of objective need for self-development; it becomes possible when, along with the prerequisites created by the emotional impact of a work of art, there is a conscious attitude on the part of the convicted person to understand the moral value reflected in the work of art, to achieve a higher level of development.

Keywords: places of deprivation of liberty, the personality of the convict, educational work in a correctional institution, moral and aesthetic education, the model of the process of moral and aesthetic education, features of the presented model, the components of the model.

I. G. Dyakov, O. S. Shcherbinina

Organization of Work with Gifted Schoolchildren in the University

Work with gifted children in the modern education system of the Russian Federation is made in educational institutions of various types.

The area of work with gifted children in educational institutions has been developed significantly. However, the school, despite the serious activity in relation to this category of children at the present stage of development of the education system in the Russian Federation, can not always create conditions for solving age problems and problems of social development of gifted students. Because of the focus on existing norms and standards, General education organizations often remain focused on the average pupil, while children with deviations, both in the direction of increasing and in the direction of insufficient development of abilities, remain without due attention. This leads to difficulties in the development of abilities, self-realization and social development of gifted children.

A huge layer of tasks of work with gifted children in our country is solved by additional education. A significant achievement is the creation of large educational centers in Russia that implement programs to work with gifted students of the country. One of the leading centers of this orientation was the SIRIUS center in Sochi. Unfortunately, gifted students who have been trained under the programs in the SIRIUS center, return to their reality, sometimes without proper continuity in the work carried out.

Kostroma State University, realizing the importance of the problem, was the organizer and platform for the implementation of the project «multi-Subject school for gifted students trained in the center «Sirius» in 2017. This project was approved by the participants and social customers, and its work was continued in 2018.

Keywords: giftedness, gifted child, psychological and pedagogical support, socialization, social development, educational organization of higher education, University.

A. V. Dukhavneva

Formation of Target Orientation of Sunday Schools and Public Universities in the second half of the XIX – the beginning of the XX century

The article presents the results of historical and pedagogical investigation of the process of forming the purposes of educational institutions for adults (Sunday schools and people's universities), which were established in Russia during the late XIX – early XX centuries. The factors which caused the process of forming of purposes of educational institutions for adults are revealed. The factor is especially accented reflecting the intra scientific situation of development of the Russian pedagogical science in the period of the second half of the XIX – the beginning of the XX centuries when, on the one hand, there was formed the tendency to humanization of education, on the other – vivid orientation on obtaining didactic knowledge including the educational process connected with judgment of the entity.

The process of forming the target orientation of Sunday school at different stages of its formation is traced. It is shown that at a stage of its initial formation (1859-1862) the process of forming purposes was carried out at the intuitive level as goal-setting actions of Sunday schools teachers did not receive necessary reflection and were carried out more with support on their personal pedagogical ideas; during «the latest period» of its history (the end of the 1880-s – the beginning of the XX century) goal-setting was carried out at the productive level since definition is more whole than these educational institutions for adults and creation according to them the pedagogical process was based on the latest pedagogical developments in the field of the theory, ways and practice of training and education, had the necessary analysis and self-assessment.

The debatable format of the process of formulation of purposes of public universities as educational institutions for adults is presented in the article. Conclusions are formulated on the dual nature of goal-setting of educational institutions for adults where, on the one hand, there were social expectations of the state, society, ideal ideas of teacher-theorists and practitioners on desirable results of adults education, on the other – requests of adult pupils for support in their education and development.

Keywords: goal-setting, levels of pedagogical goal-setting, goal-oriented tactic of teachers, educational institutions for adults, Sunday school, people's university, educational process.

N. V. Panina

Reforming of the Vocational Education System in Russia (1915-1917)

The article deals with issues related to the reform of the vocational education system of the early twentieth century. The author defines vocational education as a form of vocational education, with the goal of training skilled workers for various sectors of the economy in vocational schools. The main participants in the process of forming a system of vocational education are identified.

The author addresses the urgent problem – the experience of the educational reform in a crucial period, accompanied, as a rule, by changes in all spheres of public life. The study analyzes the concept of P. N. Ignatiev, the activities of the responsible ministries for the further development of vocational school. The author identified negative factors that influenced the development of vocational school at the turn of the XIX-XX centuries: the existing disunity of views among government leaders and technical intelligentsia, the lack of a single coordinating center, lack of funding, orientation to Western samples without Russian specifics.

The author makes an attempt to reveal the peculiarities of the interaction of central government bodies in the field of vocational education with representatives of local government and technical intelligentsia. Particular attention is paid to the activities of the Vocational Education Councils, drawing attention to such important tasks that these bodies accomplished, such as: finding out the current formulation of vocational education issues and needs of existing schools; the development of a «desirable for the locality» network of schools and other institutions, including local museums and libraries; study of the issue concerning the amount of funding of educational institutions from local sources and funds that should have been received from the state treasury.

The study used materials from the central and regional archives, unpublished before.

Rethinking the accumulated experience of professional training in pre-revolutionary Russia makes it possible to determine the main directions in the development of vocational education at the present stage, especially because many ideas of P. N. Ignatiev were borrowed in the process of building Soviet vocational school.

Keywords: vocational education, vocational education reform, the Council for vocational education, a technical school, a vocational school.

A. M. Ermakov

Civic Education in Modern Germany: Anti-Fascist Discourse

This article determines the amount and place of data on the history of German Resistance to Nazism in the materials of the state civic educational bodies of modern Germany, it shows that the topic of Resistance used to be brought to the forefront by the system of civic education of FRG in the first years of its existence when the main aim of the new democratic state was to liquidate consequences of indoctrination being implemented for 12 years of the Third Reich's existence and also in the 1960s-1970s in view of the anti-Semitic outrages in West Germany, the Eichmann trials in Jerusalem and the reaction of West Germany's public to the «Holocaust» series. It is also found that nowadays the history of Resistance is well embedded in the content of the state civic educational system, however, in terms of amount and variety of disseminated information it is exceeded by such vital relevant topics as immigration to Germany, integration of refugees into German society, the spread of right-wing radicalism. The author of the article considers the means of disseminating information about Resistance among students of educational institutions as well as adults. It is revealed that the history of the anti-Fascist struggle finds its reflection in special magazines, books, on web-sites of the Federal and Provincial centres of civic education as well as in methodological literature for teachers, while the emphasis is placed on disseminating information about Resistance among high schoolers and students of vocational educational establishments. The article also analyzes selection of facts and value judgments on the anti-Fascist struggle in the Third Reich in the materials of the state civic educational bodies. It is concluded that the notion of Resistance is interpreted broadly and includes any partial disagreement with the Nazi regime policies. The anti-Fascist struggle of German Communists and Social Democrats is considered briefly and information material is mainly focused on the National – Conservative Resistance. Methodological recommendations for teachers and tasks for students on the topic of Resistance aim at the examination of the Conspiracy of July 20, 1944 and the «White Rose» organization activities.

Keywords: Federal Republic of Germany, civic education, history lesson, social science lesson, German Resistance to Nazism, Stauffenberg, Sophie Scholl.

THEORY AND METHODOLOGY OF PROFESSIONAL EDUCATION

T. V. Ledovskaya, N. E. Solynin

Main Approaches for Assessing Results of Development of the Main Educational Programs by Higher Education Institution Students

Assessing results of mastering educational programs is relevant space for theoretical and application studies in the field of didactics of the higher education. In the article the main problems in assessing and measuring results of forming competences of higher education institution students are revealed. The main directions and content of the innovation processes of estimation of results of training are shown. It is noted that federal state educational standards impose new requirements to quality of training of university graduates in the form of a complex of universal competences and are based on the competence-based approach according to which the fund of estimated means is entered providing assessment of the formation level of students and graduates' competences of the direction of preparation. Triad is important: – competences as a result of education – educational technologies as a way of their forming – estimated means as the tool to prove achievement of the stated results in education. Is given a review of basic approaches to measurement and assessment of results in formation of universal competences by higher education institution students: the first group of approaches considers the basis of assessment and measurement of education results as an external mark in relation to the educational process; the second group of approaches – the internal assessment in relation to the educational process directed to its improvement. The conclusion is drawn that the best way to measure and evaluate the level of formation of universal competences of higher education institution students is to give them the chance to make decisions, analyzing business situations (case-study) and also the assumption is made that one of the most important directions for implementing the competence-based approach in higher education institution is to make the center on assessing formation of students' competences (assessment-center).

Keywords: universal competence, student, higher education institution, standard, assessment-center, competence-based approach, descriptor, case.

J. Dammerer, V. Ziegler, S. Bartonek

Tutoring and Coaching as Special Forms of Mentoring for Young Teachers Starting Their Careers

In the autumn of 2018 Yaroslavl State Pedagogical University named after K.D.Ushinsky and the Pedagogical University of Lower Austria began to work on the joint scientific and practical project on support of teachers' professional development. To soften career entry for teachers, professional support methods are needed that help them in developing acquired competencies. Tutoring and coaching are purposeful counseling methods for mentors in accompaniment of young teachers, that can help to solve difficult problems often encountering in their teacher's activities and that treat a student as an individual with his/her special concerns. However, in school practice, the terms «mentoring», «coaching» and «tutoring» in the field of support and counseling of young specialists are sometimes used synonymously. They have both similarities and differences. Within the joint Austrian-Russian research project tutoring and coaching are considered as the strategy of mentoring, certain purposeful formats

of consultation applied by mentors. This article contains theoretical justification of the all three phenomena constructed on the analysis of modern German-speaking literature and represents an attempt of a scientific explanation of similarities and differences of the concept «mentoring», «tutoring», «coaching» in education for what the authors draw parallels with theories of cognitivism, positivism and behaviorism. Basing on a compiler method of the research by means of search and comparison of numerous texts from different sources concerning tutoring and coaching there was received knowledge on their ratio with mentoring and about fundamental differences. The result of the article is identification of certain criteria of correlation of any educational processes with tutoring and coaching and allocation of their key characteristics in relation to support of young professionals at school.

Keywords: mentoring, tutoring, coaching, counseling, professional support for teachers, young professionals, career entry, teaching profession.

E. I. Smirnov, A. A. Soloviova

Self-Organization of Students' Research Activity of Psychological Profiles when Studying Mathematics

One of results of training Mathematics of students of psychological specialties is readiness to apply mathematical methods to the solution of tasks of professional activity. In the article the technology of the organization of laboratory researches in the course of training mathematics of students of psychological profiles through realization of the principles of self-organization and manifestation of synergetic effects is offered. Equipment of the motivational field of students' research activity is revealed, multiple goal-setting of processes in development of methods of mathematical statistics is realized, means of communication on the basis of integration of mathematical and humanitarian knowledge and procedures are developed, equipment and stages of the organization of laboratory researches on the basis of self-organization and manifestation of synergetic effects are developed. The methodological component of goal-setting allows us to develop the funding modes – rules, algorithms, plans for performance is implemented by students of laboratory works through which the third principle of synergy – the examples of behavior and cognitive activity considered on examples. The analysis of results of training mathematical statistics through the organization of laboratory and research activity allowed revealing additional synergetic effects: independent development by students of theoretical material of laboratory works collecting experimental data and their processing by a suitable method of mathematical statistics prior to consideration of the corresponding subject on a lecture and practical training according to the schedule of the educational process; integration of knowledge and procedures of the mathematical and profile discipline through performance of tasks of laboratory works on data of the pilot study which is carried out in profile discipline or in the term paper; independent studying by students of mathematical statistics methods, who are beyond the program of the discipline, but are required for performance of tasks of professional activity. Laboratory pilot studies are a component of a methodical system of the professional directed training Mathematics of students of Humanities specializations.

Keywords: teaching Mathematics of students of Humanities specializations, synergy of mathematical education, spirals of personality's experience founding, profession-focused teaching.

V. N. Belkina, T. I. Tarabarina

Professional Retraining in the Continuous Pedagogical Education System

The article discussed the relevance of the problem of the teacher's continuous professional education. The general approaches to understand the entity of the teacher's continuous training are considered: components and levels. Importance of additional professional education is proved in terms of mobility of the choice by the person of a professional way, variability and full value of the self-realization process. The essence of additional professional education is considered in different ways in different areas of scientific knowledge. At the same time, there is general understanding of it as one of the most important levels of continuous education where the emphasis is obvious on individualization of training: the motivation of students is different, previous professional experience, the choice of institutions where programs of additional professional education are implemented.

In the article is carried out the analysis of correlation of nation-wide requirements to the additional education system and experience of retraining of preschool teachers on the basis of higher education institution according to the appropriate educational program. Students of upgrade training courses are teachers of kindergartens who do not have profile preparation. Here is revealed the content of the program of teacher retraining including three primary parts: questions of children's psychology and pre-school pedagogy; questions of private techniques for development of the child according to the directions of his development pointed out in the state standard of preschool education; the content of students' internship.

In the article also the forms and methods of work with students combining both traditional, and innovation methods are analyzed. Especially in this sense is emphasized the role of online study mode with use of electronic resources according to opportunities of a higher education institution and a preschool educational organization. It is emphasized that distance learning is an extremely important component of the additional education system allowing to implement in full the principle of individualization of training.

Keywords: continuous pedagogical education, additional professional education, professional retraining, forms of training, facilitation approach, tutoring.

E. M. Boldyreva

Teaching Russian Literature in the Chinese University: by experience

In the article problems and methods of teaching Russian literature at the Chinese university are considered taking into account ethnocultural features of the Chinese audience and specifics of the Chinese system of students' training, the conclusion is drawn that studying of the Russian literature by foreign students is accompanied by difficulties of both actually language, and mental character, the difficulties of the organization of the educational process connected with specifics of curricula are analyzed (extremely small «specific weight» of literature as a subject, lack of continuity in studying of literature), features of the Chinese educational system and quality of the manuals offered to students, make the analysis of the textbooks and manuals offered to students on the Russian literature by the Chinese authors and the manuals for foreign students published in Russia, the basic principles of the most effective teaching Russian literature to students of linguistic specialities are proved: selection of texts for studying (the analysis of texts or fragments which are most representative for understanding features of the writer's works), methods of the organization of the process of reading fiction, use of the electronic presentations and audiovisual means (pictures, illustrations, pieces of music, small fragments from movies promoting emotional empathy of students), lexical and grammatical work and indissoluble communication with Russian as foreign courses (updating of students' knowledge gained within the courses «Practical Russian» and «Russian Grammar»), forming of the typological parallels updating creative musters of the Russian and Chinese literature, formation of theoretic-literary competences and development of students' creative abilities. In the article is raised the question of importance of accounting the ratio of the original text and the Chinese translation in the course of reading the Russian literature works and also about requirements imposed to the Russian literature teacher in the Chinese audience («mastery», knowledge of the Chinese culture, possession of elementary bases of Chinese).

Keywords: Russian literature in China, history of literature, Russian as foreign, a technique of teaching, computer presentations, audiovisual means, reading fiction, the analysis, interpretation of the art text, creative musters.

I. V. Perlova

Hypertext Communicativeness as a Criterion of Its Use for Teaching Independent Foreign Language Reading in the Higher Education Institute

The existing realities of students' study process guarantee them availability of numerous e-resources, freedom of their choice, which absolutely does not mean that they have skills of a proper choice of certain information, its further processing and use. The necessity to teach how skillfully to make orientation in hypertext, ignoring distracting moments of online media, made it possible to outline the ways to form students' information – communicative competence. To accomplish the goal special technique of step-by-step teaching of independent foreign language hypertext reading was worked out. Its basic postulate is aimed at achieving not simply readers' understanding but their reading with pleasure. The instrument for this achievement is the criterion of communicativeness – an integral quality of the text, which guarantees a certain impact on readers encouraging their reflection and verbal as well as non-verbal reaction. The requirement of text communicative completeness presumes understanding of its content through the filter of the four semantic categories: categorical-cognitive, situational-cognitive, evaluative-cognitive and incentive-volitional. Despite the fact these categories refer to a traditional text we regard hypertext as non-linear organization of verbal material. In the situation of teaching independent reading, text communicativeness is important from the presence of the first two categories. The teaching process starts with the selection of certain sites (microhypertexts), as a starting point of hypertext reading. The sites are chosen by a teacher according to the three didactical principles: the division of difficulties to overcome them step by step (first texts to understand situational-cognitive information, i.e. without lexical and terminology excess), hierarchical texts presentation (gradual expansion and extension of categorical-cognitive text component) and succession of lexical, notional-conceptual and genre-style text strata.

Keywords: text communicativeness, hypertext, independent foreign language reading, categorical-and-situational-cognitive text components, didactical principles of hypertext selection.

A. S. Zhurina

The Model of Building Master Students' Professional Pragmalinguistic Competence in Pedagogical Higher Education Institution

The author of the article proposes a model of professional pragmalinguistic competence building. «Model» means the usage of key principles, involves the usage of theoretical and methodological framework, the usage of methods and techniques. In the article the main goal, objectives, theoretical and methodological framework, methods and techniques, forms, levels and results are presented. The author depicts the model of professional pragmalinguistic competence. Teaching master students a foreign language in a pedagogical university at the faculty of foreign languages is aimed at foreign language communicative competence building, but the purpose of the designed model is a professional pragmalinguistic competence as an integrative subcompetence of the foreign language communicative competence. The professional pragmalinguistic competence is built by means of disciplines from the basic and the variable parts, mostly by means of the discipline «Practical Course of the English language». Distance education technologies and e-learning can be implemented to the master's programme. However, the usage of e-learning and distance learning technologies is not permitted. In this regard, it is proposed to use Moodle electronic platform as «learning environment». Blended learning refers to a combination of network learning with full-time or autonomous learning, and the specificity of this combination is that remotely organized extracurricular educational activities of students are considered in unity and interconnection, when a student's independent extracurricular work becomes a consequence of organized training activities in the classroom and beyond.

Keywords: model, professional pragmalinguistic competence, master student, pedagogical university, professional component, linguistic component, pragmatic component, intercultural component.

PSYCHOLOGY

T. S. Vavakina, P. V. Poznyakov

Motivational-Value Sphere of the Entrepreneur's Personality as a Factor in Business Partnership Effectiveness

The presented work continues long-term studies of business partnership, relies on earlier results obtained by the authors, and expands the scientific understanding of the role of the motivational-value sphere of the personality in social interaction, its effectiveness. The article presents the results of an empirical study devoted to the study of the psychological factors of partnership effectiveness in business environment. The business partnership of small and medium-sized businesses is considered. In accordance with the conceptual ideas of the authors, different aspects of interaction effectiveness are analyzed: the success of interaction both in terms of the result of joint activities and in terms of evaluating relationships with business partners, as well as satisfaction with the partnership in accordance with positive or negative feelings, comfort or discomfort in business partnerships relationship. In this study, the meaning-life and value orientations and needs of the individual are considered as psychological factors of partnership effectiveness. Is analyzed the relationship of these characteristics with indicators of the effectiveness of business partnerships. In addition, in the course of the study, other relatively independent factors of the effectiveness were revealed, that are directly related to the motivational-value sphere of the individual. First of all, two most important indicators should be noted: assessment of partnership as an important component of life, its integral part, and assessment of business partnership as an important component of entrepreneurial activity, business. Private value-normative characteristics are also important: principles, values and norms of business interaction and relations between partners. First of all, this correlates with the orientation of business people on the instrumental principles of partner interaction: reciprocity, equality and justice.

Keywords: Russian entrepreneurs, motivational-value sphere of the personality, social interaction, business partnership, psychological attitude, value orientations, life-purpose orientations, efficiency factors, satisfaction.

I. V. Antonenko

Psychology of the Personality: Genesis of Trust

The main aspects of the relevance of the problem of trust are considered. A comparative analysis of studies on trust in sociology and psychology are carried out. It is shown that trust is the most important intention of a human being in the world. Stages of trust formation as personal education are investigated. Trust is qualified as real relationship between people, transferred to the inner plane of a personality in the process of ontogenesis. Trust is a functional organ that implements a function of trust of a personality in the complex modern world where values are very changeable. Trust is a component of a social structure of the individual, realizing a universal social need for a certain level of mutual trust, and an effective society is built on it. The activity basis of trust is revealed in the processes of interiorization and exteriorization, its formation is revealed in the processes of joint activity. Trust is formed in the process of an individual's early socialization as a generalized reaction to a certain set of external conditions that make up a situation of trust. A number of situations of joint activities make their consistent contribution to the personal and social genesis of trust. Trust is a directional social-psychological attitude from a subject of trust to its object. There is a subject, an object, environmental and situational factors of trust, which in their system form the peculiarity of currently expressed trust in a certain situation. The peculiarities of the manifestation of real trust are largely determined by basic trust, trust experience, certain trust and object relation. The subjective significance of trust is more higher, the smaller a social distance between a subject and an object of trust is. Trust is a necessary basis for society's functioning, its effectiveness and potential for progressive development.

Keywords: trust, trust ontogenesis, trust sociogenesis, functional organ, joint activity, social situation, trust factors, object relation.

Akihiro Ishikawa

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Trust and Social Attitudes: A Japan-Russia-US Comparison

This paper is devoted to a sociological and socio-psychological display the like and the un-like between Russia and Japan in terms of the trust and the people's attitudes toward social norms as well as social engagement, referring to the USA partly. In spite of geographical closeness, Japanese and Russian people are presumably not very familiar to each other. Having such a presumption as a background, in this paper it is attempted to illustrate some sociological data for promoting Japan-Russian mutual understanding. The focus of the analysis is left on «trust» and «social attitudes» in each of these two countries. Trust is divided analytically into three realms. They are trust inside a primary group (non-blood related), trust to the external society and the trust in the public institutions (represented by the government). The level of trustfulness in a primary group and in an external society is almost the same between Russian and Japan, but there is such a significant difference between these two countries: in Russia trust in a primary group is closed in itself and is not extended to the external society and people prefer to take action case by case according a given situation, while in Japan these two realms are related to each other and people prefer to observe general norms in the external society as well. And the Japanese are likely to participate in civic association in the external society quite

often, while epy Russians are not. On the other hand, those who trust in government there are many of them in Russia, but few in Japan.

Keywords: trust, observance of standards, situation dependence, civic participation.

A. S. Berberyan, O. R. Tuchina, I. A. Apollonov

Ethnic Identity and Tolerance Index in Different Socio-Cultural Environment

The article justifies the approach that considers personal and social identity not as two different forms of behavior, but as different forms of categorization, since the personality itself defines itself within a certain bipolar continuum.

The article deals with the problem of tolerance in the context of the problem of self-understanding. The authors propose to explore tolerance as a setting for understanding differences, where the difference is regarded as a condition for a dialogue, a semantic position in the dialogue. Tolerance is understood as a set of self-understanding through the Other. As one of the conditions for the formation of a tolerant attitude, such a personal characteristic as a type of self-interpretation appears, and the study of the problem of tolerance is relevant in the context of the problem of self-interpretation. The purpose of the study is to identify ethnic identity and the index of tolerance of Armenians in the title ethnic group and the Russian diaspora. Research methods are testing, including methods: the Singelis scale, the scale of metapersonal self-interpretation of DeChikko. Tolerance - Intolerance to Uncertainty (NTN) questionnaire, adapted by T. V. Kornilova, Express Questionnaire Tolerance Index (G. U. Soldatova, O. A. Kravtsova, O. E. Khukhlaev, L. A. Shaigerova). The results of the empirical study reveal differences in the relationship between types of identity and types of tolerance in different sociocultural environments. The revealed indicators indicate that a high level of the independent type of self-interpretation is a condition for the formation of a tolerant attitude and affects the level of personal tolerance and the level of social tolerance. A high level of the interdependent type of self-interpretation may be a factor preventing the formation of a tolerant setting, but does not significantly affect the level of tolerance of the individual. A high level of metapersonal self-interpretation is the most important factor influencing both the formation of a tolerant position and the level of a person's tolerance.

Keywords: ethnic identity, tolerance index, socio-cultural environment.

O. V. Maslyanaya

Preventing of Children's Medical Fears in a Preschool Institution

The author of this publication reminds us about the original source of all human fears, connected with the birth trauma. Just at the moment of his birth a child gets his physiological and psychological lessons. And further on biological and social determinants are closely coexist at the same time finding its reflection in a child's fears in going through medical procedures.

This article is devoted to the subject of preventive work organization as referred to medical procedures to the children of senior preschool age. Is enclosed justification of relevance to the subject declared. Some statistical data taken during the research on children's medical fears are given.

In the article it is underlined that appearance of problems, connected with the medical subject just at a pre-school period, is mainly caused by social reasons. The article focuses its attention on planning and practical realization of the «work with grown ups» programs (parents and pre-school personnel who are involved into social environment of this age group children and can influence a child).

Thus, this article will help psychologists and teachers to build complex preventive work at a preschool facility. It is pointed that preventive work with grown ups is specific in its level approach which includes both preventive activities referring to fears intensity of manifestation and fastening and those preventing negative dynamics of already existing fears that children have.

The article also gives the description of techniques of how to make grown ups and pre-school teachers program work: the main objectives of co-work of a psychologist, parents and teachers which should be considered as directions of activities. A detailed list of program activities and its objectives is given. Also specificity of forms is presented considering the level approach in planning of activities; the expedient methods and techniques are recommended.

Enclosed is the list of information sources.

Keywords: psychological preventing, children's fears, influence on children, for parents and teachers, emotional and cognitive preventing, preventing of children's fears, medical fears, preventive psychology.

V. A. Mazilov

«Everything Starts Here»: I. A. Kedrov is the First Psychologist on the Yaroslavl Earth

The article is devoted to a research of early stages of psychology development in Yaroslavl. In 2019 it is 175 years from the date of the edition of the first textbook on psychology written in Yaroslavl. Data on I. A. Kedrov's activity and creativity are provided in this article, whom we can consider one of pioneers of psychology on the Yaroslavl earth. It is noted that in a wonderful way works of the first Yaroslavl psychologist anticipate ideology of the Yaroslavl scientific psychological school which formed a century later in Yaroslavl Pedagogical Institute by Professor V. S. Filatov and his pupils' works. According to the motto of the Yaroslavl psychological school, connection of science and practice should be carried out. Not numerous data on I. A. Kedrov's life and activity are provided in the work. Unfortunately, we know very little about I. A. Kedrov. But as archive researches are not finished now, we will hope that we will once have more detailed data on life of the scientist and teacher. The «Psychology course» by I. A. Kedrov written and published in Yaroslavl is analyzed. In the article it is shown that the textbook by I. A. Kedrov, though uses achievements of the German philosophical psychology, is not compilation, but the author's conceptual composition. We should mention that it occurs at that time (1844) when psychology did not become an independent science. Therefore I. A. Kedrov's approach deserves special and close attention. In the article the author's approach and principles of statement of material is in detail analyzed. Special attention is given to logic of creation of the author's course. The purposes

and problems of psychology are traced, the value of psychology, according to I. A. Kedrov, for science and for life are shown. It is said that A. Kedrov builds the original concept which is presented in the book. The basic used concepts are revealed. It is claimed that some sections of the psychological concept have not lost the value now. In particular, the sections devoted to the description of the high levels of informative ability – to genius and talent – seem to be quite modern. The opinion on need of reprinting Kedrov's another book is expressed and that can be the real sensation.

Keywords: psychology, philosophy, I. A. Kedrov, Yaroslavl, textbook, soul, ability, talent, genius.

I. N. Karitsky

Current Problems of Psychology History (on materials of the journal «Metodologiya i Istoriya Psikhologii») (Methodology and History of Psychology)

The article reviewed, analyzed and classified the papers on history of psychology, published in the journal «Metodologiya i Istoriya Psikhologii» (Methodology and History of Psychology) in 2006-2018. The papers of historical-methodological orientation (S. A. Bogdanchikov, M. S. Guseltseva, A. N. Zhdan, V. A. Mazilov, T. D. Martsinkovskaya, V. A. Koltsova, Yu. N. Oleynik, V. F. Petrenko, V. V. Umrikhin and others), on the development of schools in psychology (S. A. Bogdanchikov, V. A. Mazilov, O. G. Noskova, B. D. Parygin, E. E. Sokolova, V. V. Umrikhin and others), on the history of psychology during the World War II and the Great Patriotic War (M. V. Volkova, N. V. Zolotova, A. G. Liders, H. Luck, N. Yu. Masolikova, M. Yu. Sorokina, N. Yu. Stoyukhina and others), on personalities (26 personalities), on the genesis of psychological terms, concepts and methods (A. S. Arsenyev, A. N. Zhdan, I. N. Karitsky, A. G. Liders, V. A. Mazilov, V. F. Petrenko, A. A. Piskoppel, I. E. Sirotkina, A. M. Ulanovsky, V. K. Shabelnikov and others), on psychoanalysis, ancient psychology and other topics are marked and examined in detail. A number of historical-psychological publications by foreign authors (from Great Britain, Belarus, Bulgaria, Germany, Denmark, Israel, Kazakhstan, Canada, Latvia, USA, Ukraine) are presented. The review sufficiently shows the diversity of areas of research in the historical-psychological field presented on the pages of the journal «Metodologiya i Istoriya Psikhologii» (Methodology and History of Psychology).

Keywords: history of psychology, methodology of psychology history, personalities, genesis of psychological terms and methods.

I. N. Karitsky

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Keywords: history of psychology, methodology of psychology history, personalities, genesis of psychological terms and methods.

THEORETICAL ASPECTS TO STUDY CULTURAL PROCESSES

N. A. Barabash

Chekhovian Provocations as Prefeeling of Postmodern

The appeal to provocation as one of postmodern forerunners is proved in the article. The nature of Chekhovian dramatic art in terms of his designation of a comedy genre is analyzed. Ways are found for interpreting his works from positions of generalized, expanded art space where time, intensions, intrigue, creativity and love, as a rule, knots gain clarity, importance and go back to that phenomenon which many decades later would respond in art culture as mood and atmosphere of postmodernism. Existing in boundary conditions of a cross-disciplinary approach, being guided by philosophical and esthetic constants, placing action of the analysis into the especially closed and undifferentiated compartment (a warehouse, a box), it is possible to claim that the culture of the philosophical and literary analysis becomes that beacon and that reasonable conceptual beginning where whole knowledge about Chekhov, the analysis of his works from positions of existences and being based on tradition in the field of a critical scientific thought is easily installed. At the same time it seems to be logical to involve such classics of world philosophical and poetic thought as Cicero, critic Belinsky, poet Pushkin, aestheticians Borev and Dzemizok who found general things for understanding the category of the comic concept and its components. The analysis of the writer's works is based on such an art criticism and literary platform as absurdity, contradiction, absurd, repetition that anyway lead to provocations to which the article is devoted. Their synthetic interconditionality and dependence of one from another allow us to correlate evidential plays by

Chekhov with their internal structure, irony space, fable mobility to the new powerful phenomenon which on the way of its statement and universal finding of the importance makes art processing of well-known. Works by the playwright with their difficult peripetias fix in our consciousness and creative memory those levers and signs, codes of time which almost a century later begin «to work» already for new communications and new creative space, successfully gaining a foothold in turns of postmodernism with its eclampsy, false sublimation, entropy and broken links.

Keywords: theater, philosophy, creativity, sign, code, time, provocation, idea of return, genre, comic, postmodern, duality, irony, search of the hidden meanings, lack of unity and shift of art borders, mixture of genres.

V. N. Lipsky

Positivism and Naturalism at Mass Culture Sources

In the development of the European culture the 19th century became a peak in the emergence and formation of various philosophical trends of Freudianism, existentialism, neo-thomism and others. The emergency of each of the directions had its own objective and subjective grounds. We assume that the role of «the first violin» was performed nevertheless by the objective grounds. In our opinion the positivism direction had the most effective impact on various spheres of the European existence in correlation with which its manifestations in the field of art are considered (mainly in literature). It has been suggested that positivism with its global orientation towards the natural scientific knowledge contributed to the forming of the naturalistic method in art. The article examines how some features of the naturalistic expression of the reality that were tested in the XIX century were further applied in the practice of mass culture in the XX century. As an empirical material, the literary-critical works of French and Russian authors are used. At the same time the author of the article understands that these tendencies took place in other types of art and appeared not only on the French or Russian grounds. The article points out that the emergence of the naturalism was due not only to social determinants but also to internal aesthetic features provoked by the isolation of the romantic method from life which revealed the thematic one-sidedness of the latter. Some features of the naturalistic method (physiologism, neutrality of value, rationalization of thinking and being) which further determine their use in mass culture are considered.

Keywords: positivism, naturalism, mass culture, heredity, physiologism, natural science, rational, morality, cognition.

K. E. Razlogov

From Natural Languages to Media: Methodological and Terminological Aspects of Media Studies

Screen creativity today is not only cinema, but also various forms of television, video cassettes, video discs and computer display. The sphere of screen communication can be conventionally represented in the form of a triangle, in the corners of which there is technology, social functioning and the «language» of the screen. If «language» refers exclusively to the sphere of culture, then social functioning is formed as a result of the interaction of culture and economy, and technology depends on the economy and on scientific and technological progress. The interaction between each pair of elements is bilateral and dialectical, which primarily affects the methodology of their analysis and opens up new opportunities for experimental research. New technical means have transferred to the rank of secondary ones those differences between cinema, television and the personal computer on which the scientific tradition of their cardinal differentiation rested. The audio-visual complex in its growing differentiation acquires integrity on a digital basis, and the Internet and visualization of mobile telephony bring the potential of audiovisual communication closer to the universalism of natural language. It is this universal in its communicative capabilities sound-viewing system that reveals the true scale of cultural understanding of cinema, which does not reduce cinema to art and does not obscure the artistic specificity of the screen. The term «film» today refers to any form of recording and transmission of images in motion, regardless of its material carrier and specific – scientific or artistic – tasks. This broad approach allows us to overcome the art-centrism, which often marks any analysis of cinema, as well as to determine, on the one hand, the share and importance of artistic phenomena in a wide communicative range of sound-viewing range, and on the other hand – the place of screen creativity in the system of electronic and digital culture as a whole.

Keywords: media studies, screen culture, audio-visual communication, cinema, television, Internet, information technology, language of the screen.

M. A. Spasskaia

New Approaches to Spectators' Participation in Theater after the Performative Turn

The article describes the process of changing approaches to interacting with audience as an integral part of theater performance within the framework of the concept of the performative turn in stage forms, formulated by E. Fischer-Lichte. The theory of the performative turn is a paradigmatic shift in the humanities and social sciences that describes the changes that have occurred in art since the 1960-s from the standpoint of understanding any art form as an event which is determined by the process of interaction with the audience. Using the findings of E. Fischer-Lichte and other researchers we analyze the process of revising relations with a spectator that started in the first decades of the XX century – from understanding the position of a spectator as a passive viewer to active participation. Traditionally, this kind of analysis focuses on problems of perception, and the question of changes in the process of creating a stage action remains unanswered. At the same time the analysis of changes concerning methods of constructing theatre performance stays the main subject of theater studies and helps to develop the methodological apparatus of theater research. That is why the article describes various options for modeling the «borderline» (liminal) situation

as a basic technique developed by the modern theater in participatory experiments, that have recently become one of the rapidly developing forms of performance and at the same time stay the least studied phenomenon in the Russian theater. The process of creating conditions for the active audience involvement and participation is analyzed on the example of «hybrid» productions balancing at interspecific art-boundaries – works staged by representatives of visual theater («Situation rooms» by Rimini Protokoll, museum-theater project «To be eternally preserved» by Andrei Moguchiy), theater approaching performance-art («Questioning» by the Magic Garden and S. Aleksandrovsky) et al.

Keywords: performative turn, participatory theatre, audience interaction, liminality, performance event, visual theater, performance art, E. Fischer-Lichte, Rimini Protokoll, S. Aleksandrovsky, A. Moguchiy.

E. N. Shapinskaya

Escapism in Space of Mass Culture

Mass culture is regarded as space of realization of different forms of escapism, which is understood as the result of human desire to get liberated from the routines of everyday life. Escapism, which has existed in different epochs and in different cultures, has become wide spread today. The reasons are, on the one hand, the extension of the realm of everyday life, demythologization of culture, on the other – great technological opportunities, which allow the escapist to construct his own fantastic worlds with the help of new technologies. In mass culture the escapist gets a lot of opportunities to implement his fantasies, which may have different and contradictory consequences for real life. Such forms of escapism have been examined as fantasies embodied in different literary genres and screen forms, mass tourism, creating attractive images of «Orient», and virtual reality as the most important space for creating «other-worldliness». Mass culture, with its cult of game and entertainment, creates rich possibilities for different forms of escapism. Popular literature allows the reader to get immersed in the romantic world of love or a fantastic fairy tale. Screen arts, from cinema to computer art, make this immersion still deeper and more exciting, and virtual reality, which has embraced the whole world with the advent of computer era, drags in both children and adults, creating new worlds, where people choose their identity by themselves, construct their surroundings. Cultural industry creates new forms of entertainment and games with its commercial profit in view, but for an individual a quest for «other worlds» may turn into a dramatic break with reality.

Keywords: escapism, mass culture, culture demythologization, modern technologies, identity, virtual reality.

A. E. Yakimov

Metaphor of «Figure and Background» as a Cognitive Scheme for the Analysis of Cinematic Reality

The objectives of this article are to consider the specifics of the cinematic reality, by analogy with the concept of artistic reality, as well as an attempt to form a method for the analysis of film reality.

The article describes the main features of the cinematic reality with the help of this analysis you can better understand cinema as an art form with special affectivity and temporary. The concept of reality is interpreted by the author phenomenologically as a special experience that arises when watching a movie. The author puts forward the idea that metaphor of the figure (foreground) and the background, which is a method to study everyday reality in social sciences, becomes an important method for studying the phenomenon of cinema. Because it is the background that creates that particular experience, the illusion of reality that occurs when watching a movie.

Then the author describes the features of cinematic space and time, and specific techniques that cinema uses to construct the space «outside the field» of the frame, which is an important part of the cinematic reality. He describes the believable nature of the cinematic image, the roots of which can be traced in the collective mode of production, the features of the space and time of the film.

In the article the conclusion is drawn that the cinema reality is significantly different from art reality of literature, painting or theater. The most important difference is that in cinema the role of the subject viewer is much lower, he is in a situation when the potentiality of art reality is carried out irrespective of him, unlike other types of arts, there is updating of virtuality. In cinema there is randomness of image-representatives, technical representation of depth of space and duration of time, background of experiencing complete independent reality is created.

Keywords: cinema, cinema language, art reality, cinema reality, representation, designing, chronotope, diegesis, diegesis universum, image-time, image-movement, reference.

HISTORICAL ASPECTS TO STUDY CULTURAL PROCESSES

T. I. Erokhina, D. S. Sandrosyan

Culture of Daily Occurrence as a System of Popular Culture Codes in the Korean Drama

In the article structures of daily occurrence which are presented as codes of popular culture in the modern Korean drama are analysed. Authors note that such elements of daily occurrence as a body, dwelling (house) and food, become an integral part of representation of daily occurrence in series as they not only represent modern to the audience reality, but also have commercial purposes. In the article the aspects of daily occurrence structures having certain symbolics and forms of expression are

designated. The concept of a body is revealed through interrelation of the actor's appearance and image who broadcasts beauty ideal, typical for modern Korean pop culture, focusing attention on belonging to a social group, gender characteristics and branded things. The concept of food becomes a part of a cult, which is presented at the different levels of popular culture: from various episodes, which action is closely connected with meal, up to use of elements of a culinary show and «mockpun» in TV series. The concept of house is presented in dramas by different types of dwellings, and the greatest attention is given to the apartment, the room in the hostel, to the private house and the mansion. The authors note specifics of modeling of space in each of the specified housing types, a symbolical function of the house, which reflects interaction of east and western cultures, the status of the owner and a role of the house in the Korean culture. The detailed analysis of a subject component of dramas, systematization and typologization of characters and also the comparative analysis of daily occurrence structures allows the authors to reveal both universal, and national (Korean) processes of coding and decoding of daily occurrence structures in popular culture.

Keywords: popular culture, code, culture of daily occurrence, drama, South Korea, structures, body, dwelling, food.

D. Yu. Ignatiev

«Cold Art» in the Context of Mass Culture Hypernormalization

The article is devoted to the consideration of the «cold art» concept as a derivative of a number of modern avant-garde art defining characteristics. The metaphor of cold is used to understand the special properties of non-classical art, opposing the system of mass culture values. The focus of opposition is the problem of the «normal» perception of the world in the mimetic paradigm of the classics. «Cold art», which builds its own identity through negation of the mass culture values, condemns itself to the existence of the negative aesthetics system, which does not allow the possibility of the non-ironic inclusion of images and ideas that have broad social approval. In such a paradigm, «cold art» cultivates the theme of ontological impoverishment, emptiness and absence, non-figurativeness, openness and incompleteness, doubt and anxiety. In its anti-mimetic discourse, «cold art» seeks to manifest the qualities of unfinished and imperfect being. The art of mass culture acts as the direct opposite of these tendencies in its striving for ontological concentration of being, structuring the universe, and establishing a system of ethical and aesthetic values. The intention to normalize the image of the world is a crucial characteristic of classical art in its attempts to reconcile man with reality. In modern culture, this striving for ordering and structuring is expressed in the processes of reality hypernormalization, presenting its results in the system of non-reflexive art production, asserting the almost mythological property of the inviolability of universal human values and creating a system of illusions, taken as an undoubted reality. A revolutionary in its nature avant-garde art, which casts doubt on the value of generally accepted ethical norms and aesthetic clichés, is perceived by the popular culture representative as a collection of perversions and is rejected by them as something wrong.

Keywords: «cold art», hypernormalization, avant-garde, kitsch, mimesis, negative aesthetics, distance, involvement

I. V. Leonov, V. L. Solovieva

Aesthetic Gestalts of Different Types of Culture and the Problem of their Adequate Interpretation

The article is devoted to the problem of adequate interpretation of art (aesthetic gestalts) of different types of culture. Through the prism of O. Spengler's theory here is revealed the thesis of the impossibility of adequate perception of the art of certain cultural organisms in the course of their contacts with other cultures. In turn, on the basis of G. D. Gachev's theory, the ways of penetration into the «national worlds» of different cultures in order to comprehend the results of their activities adequately, including the sphere of art, are indicated. The assessment of the mentioned approaches as extreme points of view on the considered problems is given, arguments are given both in their favor and in relation to their heuristic constraints. As a balanced solution to this problem the work by L. M. Mosolova, devoted to the analysis of Andronov ceramics, is given. Presented work, based on the extensive and versatile historical and cultural material, with a high level of generalization, reveals the picture of the world and the aesthetic preferences of Andronov followers, who embodied them in a ceramic artifact. Also the article indicates the point of view aimed at establishing universal achievements in the field of art. The conditions of monologue and dialogical interaction of art of different cultures depending on the «points of intersection» of the corresponding pictures of the world are fixed. The presented solutions to the problem of interaction of art of different types of culture correlate with each other for complementarity, since none of them is decisive. In turn, the factor of interaction of art of different types of culture, at the level of its interpretations of different degrees of authenticity, largely forms and complicates the history of art on a universal scale.

Keywords: art, world picture, gestalt, aesthetic gestalt, national image of the world.

N. T. Tarumova

The Creative Feature of A. Bely's Poetic Language in the Context of Culture of the Silver Age: Lexico-Semantic Field of Color

An important stage in the history of the Russian literary and artistic language in Russian culture was the era of the Silver age, which gave a particularly powerful impetus to the evolution of the poetic language. The poetic text in such cases is perceived, first of all, as an object of research, on the basis of which semantic and conceptual relations of words in the language of the writer are revealed, in particular – color writing. The results of such studies are important to identify the individual characteristics of the

writer's language, to understand how the components of the language system are refracted in the linguistic consciousness of the individual.

The desire for vivid imagery forces the authors to avoid the speech of stencils, templates, to search for the expression of thought new variants and forms. In the fiction literature writers, poets use all the variety of figurative and expressive means (metaphor, epithet, antithesis, hyperbole, colorful designations, etc.). The selection of language means depends on the individuality of the author. The word in the literary text acquires new shades of meaning.

The article is devoted to the allocation and structural-semantic analysis of color nominations in the poetry of Andrei Bely. Color writing is actively used in all genres of literature as a bright and multifunctional visual means. Researchers have examined the color terms of many Russian poets: A. Blok, S. Esenin, V. Mayakovsky, F. Tyutchev, M. Tsvetaeva, etc. The object of our analysis was the linguistic units that contain color semantics in the poetry of Andrei Bely.

Keywords: cultural symbolism, creative person, Andrei Bely, poetry, color space, color semantics, color entities.

O. I. Fedotov

Mass Culture Poetics in the Service of Sublime Poetry («Forest Idyll» of Joseph Brodsky)

The pantophagy of Joseph Brodsky's poetics is well-known. The range of his cultural, genre, stylistic and versified preferences is really immense. He had special addiction for a paradoxical combination of highly intellectual philosophical thoughts about the meaning of life and death, historical digressions to antiquity, bible antiquity or the Renaissance, ecstatic love recognitions with shocking forms of their pictorial-verbal expression, up to rough physiological and outright comparisons or even swearings. Among classical genre modifications it is possible to consider the parody «Forest idyll» as their antipode created by young Brodsky in the 1960-s and published in America in 1982. In fact, it is even not idyll, not so much idyll, even if ironically rethought, but mainly mockingly turned pastoral written being based on the famous duet of Prilepy and Milovzora from P. I. Tchaikovsky's opera «Queen of Spades». Parodying affected stylistics of medieval pastorals and their reincarnation in the Russian aristocratic salons of the end of the XVIII – the beginnings of the XIX, Brodsky crosses it with stylistics of the fervent, not avoiding scabrousness national chastushkas (couplets). The comic effect is provided with contrast between refined and ceremonious, exaggeratedly sugary deminutives in addresses («the lovely herdboy», «the lovely shepherdess, lovely my dandy») and not brushed set phrases inherent to farcical mass culture. In the offered article is shown the universality of the poetic palette of Joseph Brodsky, poet in general elite, but also not alien to so-called mass culture. The analysis of the poem «Forest Idyll» showed that from time to time he addressed it without haughtiness, skillfully using and adapting its language, images and graphic means of expression in his creativity.

Keywords: Joseph Brodsky, «Forest Idyll», mass culture, genre diversity, pastoral, parody

CULTURE CONFORMABLE PRACTICES

N. I. Lesakova

The Musical Solution of the Performance «Tartyuf» in Yaroslavl as Opposition to Popular Culture Aesthetics

The modern drama performance is a complicated structured organism, where each element is not only in close connection with other components, but also is intended to reveal an artistic image of the scenic work. During centuries-old history of theater not only numerous methods of inclusion of music into art fabric of a drama performance were saved up, but also the deep culture of competent, organic musical arrangement of performances has been created. However, there is oversupply of the sounding music in a drama scene for attracting the mass viewer in theater today. Despite the existing rules and norms for introducing sounding music to drama performance, many directors destroy the status quo between music and the «pure» drama, pursuing the only aim – by means of the variety and vocal and plastic divertissements, which at best are only indirectly relating to the dramaturgic line, to entertain an unpretentious viewer, having pleased his hedonistic requirements. The commercial direction forces out serious art as in capital and provincial theaters. Performances, where music becomes an organic part of the art ensemble it is subordinated to disclose an art thought of the show, appear in such a theater as YSATD named after F. Volkov quite rare today. One of a few examples where the musical solution interacting with the drama and expressing the idea of the show, became individual and fruitful search of directors, is the performance «Tartyuf» (Volkov Theatre, the premiere was held in 2010, the director A. Kuzin, the composer I. Esipovich). The modern drama performance is considered musical not only due to the music sounding in it. A higher level is internal musicality when verbal fabric is transferred as poetic and melodies is important not less than the sense of words.

Keywords: musical solution of a performance, art fabric of a performance, modern drama performance, modern viewer, theater and popular culture, Theatre named after Fiodor Volkov, director Aleksandr Kuzin.

N. N. Liotina, A. V. Shikhanov

Russian Discourse of RuNet with Yaroslavl Location

The article continues a series of the publications devoted to culturological verification of the Russian discourse of modern popular culture updated by means of the Internet.

The purpose of the article is to study value and systematization of the Russian discourse manifestations for the RuNet correlating with geolocation «Yaroslavl». Tasks: 1) to reveal representation of correlation of the Russian discourse and Yaroslavl location in the RuNet content (by means of the content analysis of expression «Ярославль русск» (Yaroslavl russk) in search results in the Yandex and Google systems); 2) to reveal representation of correlation of the Russian discourse and Yaroslavl location in the content of social networks VKontakte and with Yaroslavl location; 3) to reveal representation of correlation of the Russian discourse and Yaroslavl location in the content of the official sites of Yaroslavl state organizations; 4) systematization of culturological verification of the Russian discourse of RuNet with Yaroslavl location.

The most significant results consist in the following positions. It is defined that the Russian discourse of the Yaroslavl content in search of Yandex and Google is relevant as high in the general scale of RuNet comparing with the content of the regional centers of the CFD. It is specified that measurement of the Russian discourse of social networks with Yaroslavl location represents the large-scale need for integration of Yaroslavl realities with national Russian identity. In this situation results of studying the content of a number of the official sites of state structures of the Yaroslavl region and Yaroslavl showing the modest scale of realization of the Russian discourse are paradoxical.

The practical importance of a research consists in a possibility to use its results both for carrying out similar researches, and implementing in educational and cultural-educational activity of Yaroslavl and the Yaroslavl region.

Keywords: Russian discourse, Russian-based discourse, popular culture, Yaroslavl, location, Internet, marker, Russian identity.

M. V. Petrova

Personal Space as a Cultural Code of the Soviet Epoch: the Author's View in the Documentary Film by V. Mansky «Monological Chronicles»

In the modern cultural context for the younger generation, awareness of Soviet culture largely occurs through artifacts presented as independent symbols. Out of context, objects and images of the Soviet past lose some of their symbolic meaning. In comprehending Soviet reality, documentary films have special significance. The documentary film in the paradigm of the era serves as a kind of a cultural code.

The article identifies and analyzes the specificity of correlation in the documentary practice of personal and social being during the Soviet period. The amateur chronicle in Vitaly Mansky's documentary became the basis for artistic rethinking. Numerous shots from different periods of Soviet reality are united by the life of a fictional character. The features and biography of the protagonist are typified as an average statistical representative of the Soviet era. Mounted in the general history of the countless shots of home filming hundreds of ordinary families with their home joys – feeding and bathing the baby, the first steps, name day, home holidays, school, tourist gatherings, weddings, anniversaries – according to the author, were to demonstrate another, devoid of officialdom look at the past, to present the generation as a single character, common experiences – as individual, and individual – as common.

Personal, intimate space becomes a way of understanding the contradictions of the Soviet era. The chronicle appears not only as a collection of isolated personal facts, but also as a cultural heritage in which the fate of a generation is manifested. The fate of the hero is embedded in the fate of the country, becoming a kind of its reflection.

For the director, the nonprofessional nature of the material was especially significant for the realization of the idea, since, as the author of the film stresses, the documentary is biased and the chronicle is impartial.

Keywords: documentary, cultural code, duality, Soviet reality, private life, chronicle, V. Mansky.

E. A. Semenova

Laughter in the Russian Youth Culture of Rap Battle

In the article laughter is considered in the modern youth culture of a rap battle which is a result of synthesis of producing comic texts by a living person and artificial intelligence, which normally follows a strict algorithm of creation of the text; insensitivity to the context; metaphoricalness; nonverbal languages. The attention of the author of the article is concentrated on the displaced effect of mockery observed in modern youth culture promoting not only to decrease aggression and rigidity, but also its activation. It is noted that in recent years, the genre of a rap battle in which the main task consists in the public, verbal attack of the opponent through derision and humiliation is of researchers' particular interest. A. G. Kozintsev's position is supported concerning the fact that this genre is a signal that the nature of laughter is used with earlier not peculiar purposes by it (aggression and hostility). On the one hand, Internet technologies allow us to increase quantity of «products of comic», humorous verbal «antiworld» with no limits, on the other hand, production of comic texts, comic messages turns from a creative process into pragmatical. The author comes to a conclusion that in spite of the fact that in youth rap battle culture, quite sharp, offensive forms of teasing, ironical, sarcastic texts are possible in case there is friendly «family matrix of banter», then, it makes positive pedagogical impact, promoting aggression reduction, creating cheerful, friendly atmosphere. The conclusion is made that in spite of the fact that in this genre, unfriendly mockery is encouraged, and setting on the pragmatic-focused model and tactics of the attack, does not mean that laughter is under control of mind, which becomes powerless in front of carnival mood of the people sympathizing each other.

Keywords: laughter, youth culture, rap battle, banter.