

L. V. Baiborodova, G. I. Simonova, I. G. Kharisova

Pedagogical Bases of Children's Health Camp Activity

The relevance to define pedagogical bases of activity of the children's health camps (CHC) is proved in the article, the general characteristic is given and the main functions of CHC designated in normative documents are noted: organization of rest and health improvement of children. On the basis of the analysis of references, modern experience and request of children and parents a common goal of children's health camps, tasks and functions (additional education, education, socialization, organization, integration) are defined, a classification of children's health camps is presented on the basis of various signs which causes the solution of special tasks to certain CHC. Approaches are offered, which are important to take into consideration at design and organization of activity of the children's recreation camp: system, activity, personal focused, program and variable, social and adaptive, environmental, developing. The formal and informal structure of CHC is defined, need of consistent interaction of these structures is emphasized. The conditions providing success of development, education and socialization of the child in CHC are considered, special attention is given to psychology and pedagogical support of the child in the camp for the purpose of providing pedagogical and psychological assistance in time to the children who need it and implementation of corrective actions on the basis of tracking changes in the child's development, components and functions of such support are designated. Attention is given to the organization of activity of temporary associations in the camp (group, circle, club, section, creative group), characteristic of their features is given and recommendations about interaction of teachers with children in these associations are offered. The bases for formation of such associations are considered, it is emphasized that CHC assumes creation of the whole range of temporary children's associations to satisfy children's various interests and needs.

Keywords: children's health camp, purpose, tasks, functions, classification of CHC, psychological and pedagogical support, temporary children's associations.

M. I. Rozhkov, M. A. Zaitseva

Self-Realization of Youth as a Target Function of the Komsomol

The article deals with the issues of youth self-realization in the Komsomol organization of the USSR in the 1960s and 1980s. This period is characterized by the development of new forms of work with adolescents and young people: camps of the active, student brigades, youth residential complexes, organization of Komsomol headquarters. The most important objective function of the Komsomol was the function of creating conditions for the self-realization of young people. This is what allowed young people to show social activity and initiative. The authors refer to the works by scientists of the Soviet period, who by themselves were participants and organizers of work with young people B. Z. Vulfov, T. N. Malkovskaya and others, are presented memories of former Komsomol members and their impressions of the activities of the Komsomol organization, as well as its impact on the development of youth and adolescents. One of the authors of the article, M. I. Rozhkov, is a laureate of the Lenin Komsomol Prize and shares his own impressions about the implementation of the camps of the «Tovarish», «Komsorg», «Korchaginets». The article presents the experience of the organization of the Frunze commune. The uniqueness of the methodology was in the subject-subject approach of education; both educators and pupils acted as subjects, which was atypical for the Soviet period. In the article experience of Komsomol camps is considered, which positive forms of the organization are widely used for development of social activity of teenagers and youth now. Relevant information is provided that the Komsomol organizations in the Soviet period together with the Police and other departments directed joint efforts to fight against neglect and youthful crime. The article will be useful for students of the training direction «Youth work», for teacher-organizers, specialists of the youth sphere and counselors.

Keywords: the Komsomol organization, self-realization, camp of the active, the Frunze commune, student brigades, youth residential complexes, organization of Komsomol headquarters.

V. R. Kislov

Formation of Future Officers' Emotional and Strong-Willed Stability

In the article problems of modern psychological confrontation within military opposition are considered; an assessment of the role and value of the planned psychological operations is given; importance of the soldier's mental stability concerning adverse factors of modern fight (emotional and strong-willed stability) is shown; characteristic of pedagogical conditions to improve officer's corresponding training in modern higher military schools is given. There is a number of approaches to define the concept «emotional and strong-willed stability»; in the article around ten of them are analyzed. The author stops on the following point of view: emotional and strong-willed stability is property of the individual in intense conditions of activity to show a harmonious combination of functioning of all components of mentality for achieving the optimum result (the fullest implementation of a fighting task). Characteristic to dangerous factors of a fighting situation is given, their influence on behavior of the serviceman in fight is shown. The typical mistakes which are shown in fighting activity of the soldier are estimated, their causes and effects are allocated. Special attention is given to problems of information support of fighting in aspect of formation of emotional and strong-willed stability. A set of ways and methods (some kind of behavioural strategy) of the soldier's individual reaction to risk and danger of the fighting environment is defined (denial, replacement, suppression, isolation, projection, introjection, rationalization, humour and so forth). The general assessment of basic approaches to overcoming adverse factors of the modern fight environment is given. The organizational, methodical and substantial directions are distinguished from pedagogical conditions of development of optimum emotional and strong-willed stability. It is about radical reorganization of character and process of combat training in universities, strengthening of practical orientation of future officers' training and education.

Keywords: moral and psychological preparation, emotional and strong-willed stability, psychological operations, pedagogical conditions of formation of mental stability, education, pedagogics.

A. V. Bobyliov

Difficulty in Self-Organization of Educational Activity

Today the educational process of modern higher education institution updates the transfer of the student from a rank of an object of training into a rank of an active subject of educational professional activity and also stirs up self-governed creative educational professional activity of students. Change of requirements to the professional standard of students in higher educational institutions, goals, the content of education nominated the problem of self-organization of students' educational activity to one of the first places. The relevance of the problem of self-organization, first of all, is connected with the fact that it is the most important part of the system of organization of the educational and professional process which, in turn, is one of the most important components of the system providing quality of education. In the article are given results of the research of polling students of two civil and one military higher education institutions about difficulties in self-organization of independent work. Also are given results of the research of self-organization determinants of a final year cadet in Yaroslavl Highest Military College of Air Defense during which are defined key deficiencies of cadets' self-organization not only in educational activity, but also in formation of their professional position. Based on results of empirical researches conclusions are drawn on need of self-organization for achieving success in various spheres of life, and on the other side, to be relevant for realization of the principle of the continuous self-education which is the key requirement for professional self-development of the officer. According to provisions of the synergetic approach in the article the emphasis is made on basic nonlinearity of processes of self-organization and crucial importance of self-checking in the course of training, need to understand the purposes and consequences of the educational activity by the student.

Keywords: self-organization, competence, educational professional activity.

G. I. Simonova, V. V. Utimov

Assessment of Quality of Teachers' Professional Experience of the Kirov Region

The quality of the school environment and the conditions of pedagogical work are important factors of both positive education of schoolchildren and its real results. From this perspective, the effectiveness of the education system becomes evident in comparison with similar systems. To develop measures for the development of the pedagogical community of the Kirov region, we conducted a comprehensive analysis of the teachers' corps of the pedagogical community of the region. The purpose of this article is to assess the quality of school teachers in the region and their teaching practice. As a result of the study conducted in 2018-2019, which was attended by 1025 teachers of secondary schools of the Kirov region, the author of the article found out: on the average, teachers spend 44 astronomical hours a week to perform official duties, and 4 hours more urban teachers work in comparison with teachers from rural areas; the teaching load of teachers in the younger age group is 1.5 times more than that of teachers in the older age group; in other countries, teachers in comparison with teachers of the Kirov region spend 6 week hours less on performance of official duties; most of the time teachers are allocated for individual planning, preparation for lessons and General administrative work, at the same time, the smallest share of time in the structure of official duties takes part in extracurricular activities and communication with parents; professional knowledge of teachers acquired in the process of their education is estimated at a level below the average level of full readiness for work; every fifth teacher notes a high interest in the study of individual learning technologies, teaching children with special needs and classroom management issues.

Keywords: quality of teachers, pedagogical practice, school environment, working conditions of a teacher, TALIS, pedagogical work.

I. Yu. Tarkhanova

Modern Regulators of Formation of Higher Education New Didactics

This article represents the author's attempt to comprehend transformational changes of higher education nowadays. In the article the review of various opinions is submitted on formation of essentially new approaches to the organization of higher education in the conditions of network post-information society. Now in the higher education system new regulators are made out: professional standards, competence-based approach, digitalization of society and electronic technologies of education, change of valuable and semantic space of education with emphasis on students' independence. In this article are analyzed ideas of various authors on need to change didactics of the higher education in compliance with these regulators. It is claimed that the initial problem of modern practice of the higher education is a problem of ensuring activity inclusiveness of each student into the educational process. It is caused by the nature of the educational process and within this way of its organization is unsolvable. The analysis of higher education new didactics which is carried out by the author in the context of change of its regulators is presented in the article and also new approaches to the educational purposes and priorities are considered. The sources of formation of new contents and methods of education are allocated, need to change the nature of training for higher education institution is caused, prerequisites in change of the teacher's position are characterized. In the article the problem of diversification of educational technologies also is raised, the prospects in development of theoretic-conceptual ideas of new didactics in the higher education are covered. This article starts the beginning of the discussion on questions of methodology and practice in the field of didactics of pedagogical education and the higher education in general on pages of the magazine «Yaroslavl pedagogical bulletin» and within activity of the interuniversity research center «New Didactics».

Keywords: didactics, higher education, university, modernization, diversification, innovation, educational technologies.

T. A. Baklashova, T. M. Tregubova

Practical Training as a Factor for Professional Development of Graduate Students in Pedagogy

The relevance of the study is determined by the need to transform the system of practical training of future teachers in the national higher school. The main aim of the article was to characterize the innovative aspects of the organization of pedagogical practices, tested at the Institute of Psychology and Education of Kazan Federal University (IPE KFU), and to prove their effectiveness in relation to the professional development of graduate students in Pedagogy. The main research methods were the analysis of the research subject on the basis of the study of philosophical, acmeological, psychological and pedagogical literature, modeling, reflexive and systematic analysis of pedagogical activity, study and generalization of innovative pedagogical and managerial experience, interviews, surveys, pedagogical experiment. Results evaluation is carried out by statistical processing of small samples (Mann-Whitney Criterion). In this paper the authors: 1) disclose the features of design and pedagogical practices implementing in the conditions of network interaction of practical training agents. Main priorities here consist in providing with the level and inter-level continuity of practical training content, requirements uniformity in implementing practices on the basis of network interaction with schools, unification of their types and periods; 2) present a series of practices at KFU presupposing the curriculum with a reference to pedagogical activity in schools, the growth of the research, scientific and pedagogical potential of students, the introduction of new forms of evaluating educational results; 3) give the results of this research and prove its effectiveness with respect to the professional development of students. The article may be of interest to researchers, teachers of higher pedagogical educational institutions, heads of pedagogical practices.

Keywords: practical training, professional development, network cooperation, teacher, graduate student, practice.

A. P. Chernyavskaya, N. P. Vanchakova, E. A. Vatskel, A. A. Baraboshina

Student Self-Directed Learning in a Flipped Classroom

Self-directed learning, in which the student determines his goals and objectives, has great advantages – motivational, meaningful, economic. It involves the development and use of special organizational forms and technologies. In environment, where the entire group of students is studying the same content of learning, it is impossible to talk about genuine self-directed learning. Nevertheless, teachers are interested in pedagogical technologies that would give the opportunity to organize partially self-directed learning with all its advantages, one of which is «the Flipped classroom». In the Flipped classroom students before the lesson receive supporting lecture materials, material for pre-training, tests for self-diagnosis, which they are required to perform. In the classroom, the teacher organizes the control, discussion of the material, explains difficult moments, answers questions, uses interactive teaching methods. As a rule, the students use group work, project activities. Students can prepare mini-projects, presentations, essays, assignments for other groups in advance. The article analyzes the models of organization of the flipped classroom – classical, advanced and mixed; discusses the positive and negative aspects of the use of this technology. The article describes the experience of the organization of the inverted class in the training of medical students on the topic «Patient centered active communication skills», which was developed and conducted jointly in two medical universities in Fribourg (Switzerland) and St. Petersburg (Russia). The analysis of the positive results that arise when using this technology: increasing motivation and activity of students, increasing the role of independent work and the ability of the teacher to control its quality, relying on the practical experience of students, improving the effectiveness of professional training.

Keywords: higher education, Flipped classroom, students, activity, motivation, professional education, medicine.

A. I. Shchiogol, V. N. Babayan, O. Yu. Bogdanova

Axiological Potential Development of Higher Military Educational Institutions Cadets in Foreign Language Teaching Process

The problem of the individual axiological potential formation and development generally and of military higher educational institutions cadets in particular is considered. The system of personal value orientations in all spheres of human activity, acquired in the process of socialization and learning is understood by the authors as the axiological, i.e. value, personality potential. Since the military educational environment has a number of peculiarities concluded in the army's lifestyle and statutory discipline, the military professional values of cadets of higher military educational institutions of the RF Armed Forces formation and development must stand a priori along with their individual personal and societal values. A future officer should freely navigate the system of modern world values, have a stable system of internal convictions, allowing him to accomplish operational tasks successfully and counteract the adversary's intrusion values that have a destructive effect on the country's security system. In modern socio-political life conditions of our country there is an urgent need for the training military personnel with adaptive and professional mobility. Local armed conflicts prevention and international terrorism threat require military graduates to carry out their professional functions in a foreign language environment effectively. The fundamental task of the faculty and commanders of military educational institutions is to develop the communicative culture of cadets in close connection with general scientific, academic and information skills. The article presents effective means of foreign language teaching (the use of multimedia teaching aids, supporting schemes, technologies for teaching creative writing, etc.), contributing to the enhancement of future officers foreign language training and shaping their value-oriented personality, demonstrated in emotional responsiveness, tolerance, and an active moral position in professional relations of military personnel.

Keywords: axiological potential of the individual, values of the military profession, humanistic values, communicative culture, multimedia teaching aids, supporting schemes, creative writing.

T. V. Galkina, A. L. Zhuravlev

Ya. A. Ponomarev's Scientific Ideas in the Sphere of Theory and Methodology of Psychology

The article is devoted to Ya. A. Ponomarev's main scientific ideas in the sphere of theory and methodology of psychology. Ya. A. Ponomarev is a talented person, eminent psychologist and philosopher, brilliant experimenter and deep thinker. The main stages of the scientist's life path and scientific creativity are considered. The article shows the origins and logic of Ponomarev's philosophical and psychological theory, as well as the development of his scientific ideas during his work at the Institute of psychology RAS. The fundamental scientific works of Ponomarev are presented and their main ideas are highlighted. Ponomarev's most important scientific achievements in the sphere of theory and methodology of psychology are indicated: the discovery of the phenomenon of heterogeneity of the result of human action (the presence of direct – conscious and by-side – unconscious products of activity), identification of the psychological mechanism of intuition, the introduction of the category of interaction; the doctrine of the psychological mechanism of individual creativity and behavior in general and its central link – the inner plan of action (otherwise – the ability to act «in mind»); the discovery of the principle at first, and then the universal law PLS («Phases-Levels-Stages») – the law of transformation of the developmental phases of the system in the structural levels of its organization and the stages of further developing interactions; the doctrine of the phases of creativity and structural levels of its organization; introduction of the category of reflection, identification of the core of the psychological mechanism of collective creativity; development of the theory of types of psychological (scientific) knowledge and the idea of experimental methodology as an attribute of the third, hypothetically allocated by Ponomarev, effective-transforming type of knowledge. The main feature of experimental methodology is the use of psychological experiment as a means of solving methodological problems. Ponomarev's philosophical-psychological theory has a great innovative-methodical and methodological potential. Many of his ideas found their continuation in the modern psychological studies, which have a pronounced practical value.

Keywords: theory and methodology of psychology, creativity, psychological mechanism, phases of creativity, interaction, development, intuition, logic, reflection, types of scientific knowledge, experimental methodology.

G. S. Prygin

Consciousness and Unconscious: the Problem of Threshold from Position of Subject Reality and Quantum Physics

The problem of the «threshold» is analyzed, as the interaction of the unconscious level of the psyche with its conscious level. It is shown that when analyzing the problem of the «threshold», the greatest difficulties arise in trying to explain how the mutual transition between these levels of mental functioning is performed. The energy approach to solving this problem, proposed by K. Jung, leaves many questions, in particular, it remains unclear what the «psychic energy» represents. The author suggests an approach in understanding the interaction of conscious and unconscious levels of the psyche within the framework of the quantum-information paradigm, which excludes the concept of «energy». It is also shown that the solution of this problem is impossible without reference to the concept of «subjective reality.» In the context of this concept, the phenomenon of the personal unconscious is discussed, its properties and structure are considered. It is hypothesized that the process of the relationship between the conscious and unconscious levels can be interpreted as a quantum entanglement, as a state of inseparable integrity, unity. It is concluded that the whole process of interaction between individual consciousness and personal unconscious is reduced to the exchange of information, which does not disappear anywhere, because the law of conservation of energy appears here as a part of a more general law of information conservation, and the process of awareness information coming from the unconscious can be considered as a process of decoherence, when some part of it, in the form of a found solution to a problem situation, moves from a nonlocal (i. e. unconscious) state to a local one (i. e. knowingness).

Keywords: consciousness, personal and collective unconscious, structure of unconscious, subjective reality, information, locality, nonlocality.

I. A. Umanskaya, E. V. Tikhomirova

Motherhood in the Sentenced Women Resource System

In the article, on the basis of the conducted research, the system of resources for coping convicted women with difficult life situations is considered and the place of motherhood in it is determined. Here is emphasized the relevance of the study of psychological resources of women serving a sentence, due to the fact that the very situation of deprivation of liberty is difficult, stressful, requires a large amount of internal resources to adapt to it and effectively further adapt to a free society and return to the role play typical for a woman including the role of mother.

The authors use a methodological complex, including both standardized quantitative methods and techniques, and qualitative – a semi-structured interview and an associative experiment, the results of which are processed by the method of the content analysis.

It has been revealed that the level of viability is higher in the group of convicted women who are over 35 years old, while the higher the level of viability, there is the more characteristic of convicted women to problem solving planning. At the same time, on the whole, strategies of distancing and confrontation are more characteristic for convicted women. The study describes difficult life situations and the resources to cope with them in understanding of convicted women. The specificity of the connection of ideas about motherhood and the values of convicted women is revealed.

The authors come to the conclusion that the level of viability of convicted women is indirectly related to the repertoire of difficult life situations caused by the regime of the system and its adaptation to it, established by the system of mental resources to resolve these situations. Thus, convicted women under 35 years compared with a group of 36 to 50 years, have a lower level of viability combined with a narrower repertoire of coping behavior resources.

Maternity is an important resource for first-time convicted women and / or whose age is under 35 years, which is explained by the relative preservation and domination of humanistic human values, such as universalism (understanding, tolerance and

protection of the well-being of all people and nature), achievement (personal success in accordance with social standards). With an increase in the age and amount of time spent in places of deprivation of liberty, motherhood among convicted women loses personal meaning, but at the same time retains its value as a socially significant phenomenon.

Keywords: convicts, penitentiary system, viability, motherhood, coping, difficult life situation, values, resources.

Yu. P. Povarionkov

Psychological Characteristic of the Individual Purpose of Professional Career

The article implements a psychological approach to the analysis of an individual professional career. The conceptual inaccuracies of the approaches to the definition of the professional's career goal, which do not rely on psychological theory, are revealed. The article gives the author's definition of the concept of an individual career goal of a professional. It is considered as a person's idea of the career achievements to which he strives during its design and implementation, and these achievements can be planned in different career areas: status, qualification, professional, power and others. It is shown that the formation of an individual career goal is carried out taking into account individual ideas of a person about his career aspirations, as well as taking into account individual ideas about objective conditions and his subjective capabilities to realize the goal. Here are analyzed the differences and the relationship of the normative and individual goal of a professional career. It has been stated that the normative goal of a career is a goal that is set through a system of social and professional requirements designed for an average (or abstract) subject and averaged conditions for its achievement. Regulatory career goals are communicated to a specific person in the form of a public professional task. Are summarized the results of theoretical and applied research career goals. The main functions of the goal are specified: systemic, regulatory, incentive. From the standpoint of the system-genetic approach, various types of career goals have been identified and analyzed. The goal-dream and goal-goal, goal-result and goal-level achievement, goal-image and goal task are highlighted. Are identified specific features of each type of goals. Is analyzed the interaction of motive and purpose in the design of a professional career. The article assesses the technologies for analyzing goals that are borrowed from the branches of science related to psychology.

Keywords: career professional, regulatory and individual goal of the professional's career, the objective functions of the professional's career.

Для реализации дешифровки был проведен анализ имеющихся в отечественной и зарубежной науке трактовок концепта «жизнеспособность профессионала» и выделены повторяющиеся характеристики данного феномена: а) способность, б) организация, в) личность, – каждое из которых, в свою очередь, было дешифровано еще тремя категориями. Способность включала в себя такие существенные признаки, как выживание (способность выживать), адаптация (способность адаптироваться), развитие (способность развиваться); личность – компетенции, ресурсы и поведенческие стратегии человека; организация была дешифрована через понятия «среда», «структура», «нормы». В итоге была получена следующая дефиниция концепта «жизнеспособность профессионала»: способность человека к успешной адаптации, выживанию и саморазвитию с помощью личностных ресурсов, компетенций и поведенческих стратегий в структурно-нормативной среде организации.

Таким образом, определение категории «жизнеспособность профессионала» посредством метода триадической дешифровки позволило предложить более обоснованную дефиницию, что трудно сделать с помощью традиционного логического подхода. Определение носит унитарный характер, поэтому не требует профессиональной специализации.

S. N. Vasilieva, E. A. Rylskaya

Constructing the Definition of the Concept «Resilience of the Professional»

A number of foreign and domestic researches in recent years is devoted to the study of human resilience in the professional environment, and therefore, there is a need to operationalize a new scientific category – «resilience of the professional». The article describes an approach to the construction of the definition of a new scientific category «resilience of the professional» by means of the method of two-level triadic decryption based on the principles of formal logic and categorical system methodology. The method of two-level triadic decryption gradually reveals the key features that are necessary and reflect the essence of the defined concept sufficiently. At the first stage, the triad of categories that most fully characterize it is allocated for the desired concept, at the next stage the decoding of the concepts of the first level is carried out.

To implement the process of decryption, the analysis of available in domestic and foreign science interpretations of the concept «resilience of the professional» was carried out and the repeated characteristics of this phenomenon were identified: a) ability, b) organization, c) personality, each of which, in turn, was decrypted by more three categories. The ability included such essential features as survival (ability to survive), adaptation (ability to adapt), development (ability to develop); personality was decrypted by «competencies», «personal resources» and «behavioral strategies of a person»; the organization was deciphered through the concepts of «environment», «structure», «norms». As a result, the following definition of the concept «resilience of the professional» was obtained. The resilience of a professional is the ability of a person to adapt, survive and self-develop successfully with the help of personal resources, competencies and behavioral strategies in the structural and regulatory environment of the organization.

Thus, the definition of the category «resilience of the professional» by means of the method of triadic decryption allowed us to offer a more reasonable definition, which is difficult to do with the traditional logical approach. The definition is unitary and therefore does not require professional specialization.

Keywords: resilience, resilience of the professional, categorical-system methodology, method of two-level triadic decryption, adaptation, survival, self-development, personal resources, competences, behavioral strategies, environment, norms.

E. V. Karpova, S. I. Kopteva

Formation of Future Teachers' Empathy as a Professional Quality

The paper presents theoretical and empirical materials of the study of empathy as a professionally important quality of the teacher. The analysis of the problem of empathy in different psychological directions is carried out. It is emphasized that the problem of empathy is interdisciplinary and to date there is no common understanding of empathy. On the sample of 80 students of pedagogical high school and 70 primary school teachers and subject teachers the peculiarities of empathy were revealed. In the group of tested students negative dynamics of empathy indicators was found during the study at the university. Primary school teachers and subject teachers did not have any dynamics of empathy depending on seniority. It is established that there are differences in the nature, severity, dynamics of this quality among teachers of different specialities. The relationship between the level of empathy for children, the level of efficiency of pedagogical activity and experience of primary school teachers and subject teachers was determined. Another regularity is established: the more work experience of both primary school teachers and subject teachers, the less empathy for children is represented. A new fact has been established and empirically verified, according to which empathy is a professionally important quality only in relation to subject teachers, while in relation to primary school teachers it is not. The interpretation of this pattern from the standpoint of the concept of the inner world and the features of its formation is given. A new method of purposeful formation of empathy as a professionally important quality has been developed and tested. It is a method of empathy of situation. This method is based on the perception and analysis of specific situations taken from real life, as well as on the interpretation of artistic tests. Its effectiveness in the process of application for the purpose of empathy formation in students is confirmed.

Keywords: empathy, professionally important qualities, subject teachers, primary school teachers, experience, teaching activity, efficiency of activity.

V. A. Medintsev

Conceptualization of Psychological Interactions in Synthetic Learning Environments

Changes in the content and methods of education today are largely due to the use of modern information and communication technologies, and to describe the complex of General and specific organizational and methodological forms of education are increasingly using the terms «space», «landscape», «environment». However, intuitive clarity of these terms may not be enough to solve a number of research psychological, pedagogical and design problems. In the development of new teaching methods, in particular in the construction and use of synthetic learning environments, more clear conceptualization of environments and psychological interactions in these environments are desirable. The paper shows that it is possible to achieve a logically clearer description of synthetic, in particular learning, environments, as well as the activity of agents in these environments, if to consider the environment as a set of components with which the agent interacts or has the opportunity to interact. The components of synthetic learning environments are proposed to be considered as carriers of their characteristic knowledge environments – sets of knowledge elements available to the learner in the process of the educational task. In the processes of psychological interactions with the components of this knowledge environment of the student is reformed – replenished and restructured. At the same time, when performing a training task in a synthetic learning environment, changes can occur in the environment itself, including significant changes. On the basis of the set-theoretic method of describing the processes, some processes are considered, as a result of which there are changes in the knowledge environment of the student, as well as changes in the synthetic learning environment. Thus, in the proposed version of the conceptualization of psychological interactions of the student and the synthetic learning environment there can be taken into account a variety of their configuration, and each of them can be detailed in the same scheme.

Keywords: environment, synthetic learning environment, knowledge environment, information and communication technologies, psychological interactions.

Сегодня практически не осталось сомнений в том, что явление романтизма (если романтизм трактуется не как имманентное свойство человеческого сознания, а исторически) связано с гражданской историей. С этой точки зрения мысль К. Маркса, в соответствии с которой романтизм был реакцией на Великую французскую революцию, требует либо признания того, что революция во Франции решающим образом повлияла на искусство всех стран Европы (а это проблематично), либо существенных коррективов. Но если речь идет о реакции на идеи Просвещения, о всеобщем разочаровании в возможности разумным способом исправить мир, восстановить общественный договор людей, вернуться к утраченной гармонии в отношениях между обществом и человеком и одновременно в человеческой душе, – такая реакция и такое разочарование были явлением действительно всеобщим. Мировоззренчески романтики, как известно, резко отличались друг от друга – мироощущение их было близким.

По единодушному мнению всех серьезных исследователей, «эпохальными» даже для так называемого «активного» романтизма становятся проблемы не политические и не социальные. Человек оказывается наедине с миром бесконечным, принципиально более многомерным, чем наличная действительность, и потому непознаваемым. Но и сам человек в таком мире одинок, бесконечно сложен и внутри себя навсегда противоречив. Романтическое мироощущение трагедийно.

Русский романтизм, при всем его своеобразии, был очевидным вариантом целостного явления. Русский сценический романтизм как комплекс историко-теоретических проблем рассматривается в данной статье на материале фундаментальной работы П. А. Маркова «Малый театр 30-х и 40-х гг. XIX в. (период: Мочалов – Щепкин)» (1924).

S. A. Tsimbalova

Russian Scenic Romanticism: to Historical Background

Today, there is almost no doubt that the phenomenon of romanticism (if romanticism is interpreted not as an immanent property of human consciousness, but historically) is associated with civil history. From this point of view, the thought of Karl Marx, according to which romanticism was a reaction to the Great French Revolution, requires either the recognition that the revolution in France had a decisive influence on the art of all European countries (which is problematic) or substantial adjustments. But if we are talking about the reaction to the ideas of the Enlightenment, general disappointment in the possibility of correcting peace, restoring people's social contract, returning to the lost harmony in the relationship between society and man and at the same time in the human soul, this reaction and such disappointment were really a universal phenomenon. Romantics, as we know, differed sharply in their worldviews from each other – their worldview was close.

In the unanimous opinion of all serious researchers, non-political and non-social problems become «epoch-making» even for so-called «active» romanticism. Man finds himself alone with the world which is infinite, fundamentally more multidimensional than the present reality, and therefore unknowable. But the man himself in such a world is lonely, infinitely complex and in himself forever contradictory. Romantic attitude is tragic.

For all its uniqueness, Russian romanticism was an obvious variant of the holistic phenomenon. Russian stage romanticism as a complex of historical and theoretical problems is considered in this article on the material of the fundamental work of P. A. Markov «The Maly Theater of the thirties and forties of the XIXth century (period: Mochalov – Shchepkin)» (1924).

Keywords: romanticism, tragic world perception, Russian theater, mask, melodrama, vaudeville, Hero, Artist, Eternal Femininity, comic-buff, V. A. Karatygin, P. S. Mochalov, V. G. Belinsky, P. A. Markov.

S. G. Osmachko

K. N. Leontiev and V. S. Soloviov's Ideological and Theoretical Views in the Context of Interplay

In the article the ideological and theoretical systems of two outstanding thinkers of the second half of the XIX century – K. N. Leontiev (1831-891) and V. S. Soloviov (1853-1900) are considered. Characteristic of their personal relations is given being based on the beginnings of friendship and deep mutual respect. Basing on materials of V. S. Soloviov's works his attitude is shown to a theoretical paradigm of byzantism, triune characteristic of historical process and K. N. Leontiev's other views: relation to progress and European civilization; a historical role of Russia in the world process, etc. The talented writer and wonderful philosopher V. S. Soloviov gave careful and windowed estimates at the high level of art culture, perhaps, from his point of view to disputable theoretical constructions of the senior companion. At the same time he did not deny his talents, ability to hold public attention, aspirations to allocate main and minor in the culturological and esthetic conclusions. K. N. Leontiev was criticized for his overestimation of the role of the state force, or value of an esthetic ideal concerning religious questions. Besides the majority of V. S. Soloviov's views did not coincide essentially with K. N. Leontiev's views. K. N. Leontiev's materials (first of all, his letters to A. A. Aleksandrov, I. I. Fudel, A. A. Fet and etc.) present that his influence on V. S. Soloviov externally was carried out with much smaller efficiency. Personally K. N. Leontiev sincerely loved V. S. Soloviov and valued his kind relation a lot. But gradually discrepancy of theoretical positions led to a gap, which did not receive personal registration only because of K. N. Leontiev's death.

Keywords: K. N. Leontiev, V. S. Soloviov, byzantism, papistry, ecumenism, Christianity, Orthodoxy, triune historical process, esthetic ideal.

K. E. Razlogov

Media Education in the Socio-Cultural Context

The correlation of cultural and commercial priorities in media practice and research requires the integration of methods of cultural studies and media theory, philosophy and sociology of culture, pedagogics and art studies (especially film studies), social and cultural anthropology, political science, ethnology and religious studies. Humanitarian knowledge and social sciences are under much greater pressure from the ideological context than natural and technical sciences. This is most evident in the media. In the current understanding of culture, there is a number of contradictions between departmental approaches and the principles of UNESCO: the article analyzes in detail the provisions of the Foundations of the State Cultural Policy, approved in 2014 by the Decree of the President of the Russian Federation. In this program text, as in the concept of UNESCO, the problems of culture are associated with socio-economic progress and the development of the individual. But in fact, when discussing the Foundations and developing an appropriate strategy, the focus was not on development, but on heritage and conservation, a return to the past and the protection of traditional values against the new ones that humanity is creating today. This kind of aberration is connected with the national-historical context, and with the general globalization processes: in particular, with the increasing role of media competence in cultural and economic life. In the XX–XXI centuries on the one hand – centrifugal and centripetal trends (the collapse of empires) increased simultaneously, on the other – the integration of planetary culture based on the activities of the media. The study shows the nonlinearity of social and cultural processes and our ideas about them, which determine the formation of a new methodology and have a media projection. Media education allows us to resolve many contradictions, as it involves preparing people for understanding and critical perception of not only traditional, but also qualitatively new intellectual and artistic creativity.

Keywords: media education, Foundations of the State Cultural Policy, UNESCO, socio-cultural development, media competence.

L. G. Ilivtakaya

Center and Periphery of the City: Chronotopic Conflicts

The article attempts to analyze the «center-periphery» dichotomy of urban space using such a methodological tool as a chronotope. The concept of chronotope, which entered the humanities through the work of M. M. Bakhtin, today is one of the most universal and sought-after concepts used to analyze sociocultural phenomena of a different order, to which the city equally applies. A chronotope of a city, a city as a chronotope – these are quite common research directions in the Russian humanitarian thought that allow one to get closer to understanding the essence of a city, to diagnose its states, to reveal the most significant problem fields. The problem of the historical center of the city and its peripheral regions puts one of the variants of the classical opposition, which has repeatedly been played in the semantic field of culture. Rooted in the mythological world view, clearly dividing the world into a sacred center and profane periphery, this model of relations remains relevant for modern urban realities. In the Soviet and post-Soviet space of Russian cities, it acquires specific features. On the example of such urban areas as Bezymyanka (Samara) and Uralmash (Yekaterinburg), implementing the chronotope of an ideal socialist city, which unites the Soviet space-time, the typical chronotopic conflict between the historical center and industrial areas typical for most Russian cities with a pre-revolutionary past is analyzed. Special attention is paid to various chronotopic models of the inclusion of these areas in the city space in the post-Soviet period. In conclusion, attention is drawn to the fact that at present the space of the periphery is shifting to distant sleeping areas, which are a reflection of the post-Soviet chronotope.

Keywords: city, city center, periphery, industrial areas, chronotope, Uralmash, Bezymyanka, distant sleeping areas.

E. A. Slutskaya

Stage-Manager in the Centre of Social Problems

The Social theater is one of difficult, extraordinary, but also relevant phenomena in modern theatrical culture. The organization of scenic activity with certain social groups among which there can be people with features of psychophysical development, people of deviant behavior and even the category of people of the marginal type is put in the semantic value of this concept more often, assuming theatrical activity as the action creating the valid possibility of socialization of the difficult personality or as one of methods for improving an inclusive group of people – theatertherapy. Participants of this action can be actors people who were not studying theater before. The author of the article tries to expand a semantic framework of the above-named phenomenon, having included in the concept «Social Theatre» participation of not only theatrical fans, but also actors of a highly professional level. The repertoire fund may consist of works of classical dramatic art and also theatrical performances according to these works if in contents of the play and the ideological concept of the performance the current social problem is sharply revealed and there is an exit from the problem. Any dramatized action (festival, cultural and mass action, staging of museum space, etc.) reflecting a certain social problem can become an art and creative project. The purpose of the offered article is to identify the art and public mission of the Social theater and it is necessary to define the role and importance of a key figure of any social dramatized action. Therefore, the main place in the article is given to the creative and organizational role of the director in the social and theatrical sphere as the most necessary component of this phenomenon. Here is considered contribution to work of the social theater of such recognized artists as Augusto Boyal and Dmitry Brusnikin and also young, but he has already taken place in the sphere of the social theater, director Boris Pavlovich from St. Petersburg.

.Keywords: social theatre, social-theatre sphere, actual art, real performance, sociodrama.

M. V. Novikov, T. B. Perfilova

Microcosm of the Person of Archaic and Ancient Societies in F. I. Buslaev's Interpretation

In the article the interpretation of some mental reactions of the person with a mythological type of thinking offered by F. I. Buslaev is considered. It is noted that the researcher was attracted, first of all, by representation in the national epos of a concept «dusha/soul» which arose due his belief, through associations with various manifestations of forces of nature, worship to which was a prerequisite for formation of the idea of spirituality of the person. Buslaev was convinced that the person of archaic and ancient societies believed in predefiniteness of the destiny from birth to death, in a different way than modern people, treated age, to explanation of the reasons of diseases, absolutely in a different way perceived «good» and «evil». F. I. Buslaev's conviction is emphasized, he believed that the person of archaic and ancient societies was aspired to order natural and social plans of life, to harmonize all complexity of the relations in the Universum. Comprehending the inner world of the person of «hoary antiquity» through comparative linguistics, mythology, epos, folklore, F. I. Buslaev assigned a special part to a word and figure. He was convinced that the word for pagans was so really and «financially» tangible, as well as an act because, combining all plans and sides of life in the consciousness, our far ancestors did not see a difference between physical and spiritual entities and their manifestations. Not accidentally therefore from a cradle and up to a funeral feast the archaic and ancient people kept belief in «the prophetic force» of an oath and insuperability of harmful charms of a «black» word (malefice, fortunetelling), had a particular interest in the naming which was carried out or on association with natural objects, or by the principle of correlation with the highest forces – guardians and bearers of health and the vital benefits.

Keywords: person of archaic and ancient societies, mythological thinking, human mentality, dusha/soul, destiny, magic, world picture, Universum, diffusion, macrocosmos and microcosm, epos, folklore.

N. S. Basalova

Marriage in Ptolemaic Egypt: Juridical and Cultural Aspects

In the article the author describes the peculiarities of marriage making procedure and divorcing procedure in Ptolemaic Egypt. On the ground of the papyrological documents the juridical aspects of marriage making procedure are studied, such as the age of the newly-weds, the matter of dowry content, existence of making marriage office. Also the bride and the groom's rights during and after the marriage making procedure are discussed. Marriage settlement structure is studied additionally, its material and moral duties, which are applied to the newly-weds. Marriage settlement ratification is considered to be a procedure, the fact of which must be documented legally at presence of some people and presented in two copies in order to avoid disputes. Also some moral dimensions of holding the marriage are covered, such as the number of present company, moral and ethic status of women during and after the marriage, conditions of possible divorce. Also the juridical peculiarities of mixed marriage between the Egyptians and foreigners after Alexander Makedonsky's conquest of Egypt are studied. In the article the documents, giving some evidences of mixed marriage existence are presented and the conclusion about the existence of legal mixed marriage in Ptolemaic Egypt is made. The author makes a conclusion about the function of marriage making document as about the document, which regulated financial and ethical aspects of married couple life; and about the functions of marriage, the main of which consisted in the opportunity of legal delivery of child. Also marriage was the legal basis of propagation in the case of boy delivery and improving of material situation of the family in the case of girl delivery.

Keywords: Ptolemaic Egypt, papyrological documents, bride, groom, dowry, family, marriage making document, mixed marriage, age, divorce, marriage making office, divorce document.

G. V. Titova

Organic Criticism: Concept and Method (Apollon Grigoriev and Alexander Blok)

The article is dedicated to Alexander Blok's research «Fate of Apollon Grigoriev», viewed in historical and theoretical key and in theatre reminiscences. Various aspects of aesthetic relationship between Ap. Grigoriev and A. Blok often attract the attention of researchers. However, traditionally in the overwhelming majority of works attention has been paid to the uniqueness of the figurative system of Blok's poetics, while the analysis of the corpus of critical texts written by A. Blok turns out to be a kind of side topic. At the same time, the study of originality of Ap. Grigoriev's critical articles stays mostly superficial. In many ways, this attitude to Grigoriev's «organic approach to the criticism» was shaped by the development of Russian formal literary school, which elaborated a structural scientific approach to the text analysis. By analyzing the article «Fate of Apollon Grigoriev», other texts written by A. Blok and works dedicated to the study of Blok's literary oeuvre, the author of the article detects parallels between «perceptual» critical method of A. Blok and the approach of Ap. Grigoriev as the «creator of organic criticism», who preferred the «thought of the heart» to the thoughts of the «head», and works of art that were «born» to those that were «made». Possessing all the hallmarks of Blok's prose (the term of the poet to designate his critical and journalistic texts), the article «The Fate of Apollo Grigoriev» still stands alone in it. In it, Blok definitely wanted to abandon his usual approach to somebody's text, theatrical plot, or a culturological problem. This time he conducted a real source research, although it seemed that in the case of An. Grigoriev, who had long been included in his artistic world, it was not so necessary. The analysis of ideas and critical approach developed by Ap. Grigoriev is fundamentally important for the study of aesthetic and methodological attitudes evolution in Russian art criticism, and, in particular, for the analysis of A. Blok's critical articles dedicated to theatre practice. It allows tracing aesthetic connections between the epoch of the «last Russian romantic» and the time of «the first Russian symbolist».

Keywords: A. Blok, Ap. Grigoriev, criticism, method, fate, symbolism, Russian formalism.

E. A. Ermolin

Bulat Okudzhava and Decomposition of the Soviet and Anti-Soviet Mass Culture

Okudzhava wrote and sang in the socio-cultural context, which is associated with the formation and development of the late Soviet intelligentsia. Okudzhava has a lot of similarities in its feelings and motives. It is statement of the right to life, not mediated by ideology and repression, and personal religiosity; new intimacy, opposed to forced publicity; the specifics of the subject. Degradation of large communities resulted in the amalgamation of a social group consisting of individuals, making connections and finding its precarious semblance of love for the fact that the art reminded about informality, sincerity, personal rootlessness. It saw the singer of its dreams in Okudzhava. Okudzhava and his characters were to it the embodiment of the utopia of man, and in this sense has replaced the heroes and leaders of the Soviet ecumene. But the poet did not coincided with it in everything. It is impossible to say that he instilled the aristocratic code in this environment. The principles of duty and honor were mostly alien to it. Knight's worship of the Beautiful Lady was taken superficially. Apologia of creative freedom caught on selectively. Mass culture of the late Soviet intelligentsia tried to absorb Okudzhava. But Okudzhava's contact with its culture was incomplete and short-lived. Retrospectively, in this environment we see a reflex of the collapse of a rigid social structure typical for industrial society and, in particular, for societies seized by totalitarianism against the background of the crisis of Modernity, the collapse of large communities and their mass culture. When the Soviet and anti-Soviet mass dried up, the self-sufficient otherness was legalized. Okudzhava foresaw inevitable loneliness and the bet on trust in addition to communication statuses and ranks, which are typical for modern sense of the world.

Keywords: Bulat Okudzhava, publicity, intimacy, religiousness, crisis of a modernist style, mass culture, confidential communication.

I. A. Apollonov

Alexandr Apollonov's «The Theater of Masks»

The aim of the article is to study the problem of authenticity and fake forms of the modern mass culture by the example of a series of works by the sculptor Alexandr A. Apollonov «the Theatre of masks». The methodological basis of the research is provisions of F. Schelling and G. – G. Gadamer on art as the embodiment of universal ideas of the uniqueness of a specific image and, accordingly, a particular way of understanding the world by means of mimesis – recognizing those ideal-typological grounds that define the realities of life. In this context, sculpture, through the creation of plastic images, penetrates into the value-semantic horizon of the ideal, which makes it possible to comprehend the existential foundations of life. Such images do not just convey a certain idea, but concretize its abstract content. Thus, the completeness of its expression is achieved, combining thought and emotion. The difference between the mimesis of modern sculpture belonging to the classical tradition and the works of «actual», «conceptual», «associative» art, which is based on the principle of representation, is shown. Such a principle conveys the idea through a deliberate scheme, which leads to imitation, parody and kitsch, art is not modern, but momentary. Mimesis of modern sculpture, on the contrary, aims at identifying the dynamics of today's eternal themes and spiritual foundations of human existence. In the analysis of sculptural works, the hermeneutic method was used, which involves the clarification of the author's approach to the understanding of the existential problem by the author through the analysis of the composition and the plastic language of the work. The analysis of the considered works showed that the mask is a metaphor of visibility, an external image that is in an essential connection with a person. Such a connection is ambivalent: the mask appears to be a product of man and his burden; it helps to express himself, to find stability in life, but also imposes fake forms of existence on him. Therefore, the acquisition of authenticity is not only to remove the mask, but is a dramatic process of asserting themselves in them.

Keywords: sculpture; mimesis; theater of masks; Alexandr Alekseevich Apollonov; personal self-identity; Proteus identity; authenticity and ostensibility.

T. I. Erokhina, N. O. Konovalova

The Rock Singer in Popular Culture: Pro & Contra

The article is devoted to understanding of interaction of popular culture and rock culture, their syncretism and identification of reasons in weakening of this binary opposition on the example of the image and creativity of rock artists. The authors appeal to the genesis of emergence of rock in culture, pointing out countercultural trends peculiar to rock culture. At the same time the reasons and processes of removal of the opposition and emergence of more difficult interactions between rock culture and popular culture presented in creativity and image of rock artists are designated. Dialogicity of popular culture and counterculture leads to the fact that the mainstream expands its borders absorbing opposition. The authors come to the conclusion that this game situation, being a basis of culture of the postmodern era, shows emergence of new aspects of interaction of the rock artist with popular culture. Appealing to the image and creativity of modern rock artists, the authors of the article reveal different mechanisms of positioning of the creator in the popular culture context. The analysis of self-identification and understanding of the role of popular culture in achievement of goals (from self-realization to commercial success), allows us to find conscious or unconscious orientation of the rock artist to the mass viewer who, in turn, begins to affect the creator's image. There is duality and paradoxicality of the image of the rock artist opposing himself to tastes of mass public and who is at the same time focused on the mass consumer. The analysis of creative life in the context of Merlyn Mason, Kurt Cobain, Freddie Mercury's mass culture is presented in the article.

Keywords: rock culture, rock artist, popular culture, counterculture, self-identification, M. Manson, K. Cobain, F. Mercury.

T. S. Zlotnikova, I. A. Khryashcheva

The Intellectual on Domestic Television: Mass and Marginal

The article is devoted to the attempt to detect intellectuals on the Russian television. An actively used definition «intellectual» is located into a very disputed field for a research – the television sphere. In fact the need for intellectuals gains increasing popularity. Everyone tries to succeed today, having shown himself as an expert, critic, teacher, and sometimes a guru or even a wise man. It is promoted by globalization processes, in particular by the Internet development. In everyday life it is fashionable to be an intellectual, to communicate with an intellectual it is prestigious, and to be able to define a «real» intellectual it is difficult, and it is in certain cases extremely subjective. Studying popular culture it is especially important for the researcher to look at the problem a little bit distantly. It is important to us to investigate the intellectual, avoiding interpretation of his subjective statements and actions. In the article transformation of the definition «intellectual» in the context of modern cultural realities is revealed. The matrix is developed allowing with the help of the method of compliances to define legitimacy of reckoning of media persons in the television sphere. The research proves paradoxicality of popular culture once again. In the article it is claimed that mass and marginal in relation to the intellectual are closely connected. In certain cases the intellectual becomes a masscult figure through marginal manifestations. By means of the empirical material an opportunity is carried out to illustrate the intellectual's portrait consisting of the set signs and levels. On the example of the famous journalist Vladimir Soloviov we carried out the analysis of the personality taking into account its psychological type, appearance, elements of pantomimicry and speech behavior. In the center of consideration there is first of all a person and his creative activity, including intellectual and presentation. Vladimir Soloviov considered by us as an intellectual updates interrelation of mass and marginal, and with his example proves need to consider the personality on television in the integrative way.

Keywords: intellectual, popular culture, domestic television, personality, Vladimir Soloviov.

O. R. Tuchina

«Man of Culture» in Mass Culture Context (on the material of students' research in Kuban)

The article analyzes the results of the study of modern students' ideas about the «man of culture», the sources and mechanisms of formation of cultural models. Considering culture as a «social code», we define «man of culture» as the personification of this code, revealing the value basis of a cultural tradition. We consider values in the context of Schwartz's theory as culturally conditioned beliefs of a person in the importance of a material or speculative object for him personally. It is of particular interest the study of ideas about the «man of culture» of the younger generation, who grew up in the era of «mass culture».

The purpose of the empirical research is to identify the views of modern students about the «man of culture». Are identified the main values of the image of «man of culture» which young people today have, on the basis of the typology of the values (S. H. Schwartz): «Success», «Life for others», «Power and responsibility», «Tradition and family values», «Creativity» and «non-conformism». At the same time, different value trends of the cultural sample correspond to different types of «cultural heroes», which differ in the source and mechanism of formation.

Based on the results of the study, it can be concluded that traditional values (family, self-sacrifice, unselfishness) and values of post-industrial society (success, non-conformism) coexist as the value bases of the modern students' image of «man of culture».

The main value-semantic vectors of cultural transformation of mass consciousness of youth in the modern world consist in «interlacing» and mutual influence of traditional values and values of globalization.

Keywords: mass culture, mass consciousness, «man of culture», values, «social code», national character, cultural models.

N. A. Didkovskaya, Yu. A. Kostyukova

Modern Socio-Cultural Conditions of Personal Development (creative practices on the basis of fairy tales)

The relevance of the processes of formation and adaptation of creative practices based on the materials of fairy tales to modern socio-cultural conditions of personal development is shown. The idea of fairy tales as one of the most ancient genres of traditional folklore promoting ethnocultural continuity, keeping spiritual and language links between generations is updated. The semantic connections of the fairy-tale genre with science fiction and creativity are revealed as a relatively stable characteristic of the personality, contributing to the generation of new ideas and non-standard solutions to problem situations. The advanced domestic and foreign experience of activation of creative thinking by means of introduction to fairy tales is studied. So, «Fairy tale» technologies find broad application in creation of the interactive training environment with gamification elements, that is with the use of game thinking and dynamics of games for solving creative tasks, involvement of children into the creative process, development of creative imagination. Particular attention is paid to the practical use of «fairy-tale» technologies in modern educational activities, cross-cultural communications and design of objects of the subject environment. It is noted that fairy tales act as translators of the person's design and creative culture, therefore formation of design competences and activation of creative thinking on materials of fairy tales is one of relevant problems of modern competitive actions. The results of the study were reflected in the organization and conduct of children and youth competition FAIRY tale#DESIGN on the basis of FSBEI HE «Kostroma State University».

The purposes and problems of the competition were directed to identify and develop students' creative, art and technical and communicative abilities, interest in design activity; creation of necessary conditions to support creatively gifted school students, training to respect historical and cultural heritage.

The analysis of competition results allows us to note that in modern sociocultural conditions of personal development the fairy tale can act as an effective instrument to activate creative thinking in the course of generation of new ideas based on the conceptual, culturological, semiotics caused approach to the solution of design tasks.

Keywords: cultural studies, interactive environment, creative thinking, fairy tale, design.

S. S. Araslanova

A Phenomenon of Library in Space of Elite and Mass Culture

In the article the phenomenon of library is considered in space of elite and mass culture.

The library is a universal phenomenon, a necessary factor of communication between a man and a subjectified world. It promotes maintaining social memory, leads to formation of cultural wealth and ideals.

During the era of the Ancient World and the Middle Ages the library was mainly an elite institution, governors and priests had access to book riches generally. Book storages were characterized by closeness, aristocratism and valuable-semantic self-sufficiency. Books were allocated with sacred properties, and their high cost made them inaccessible to broad masses. The ability to read guaranteed honoring and eminence of the competent ones over other members of society.

With arrival of Education the libraries become open and available. The main function of the library was education of broad masses of the population during this period. During Modern Times there is a universal growth of literacy, literature in national languages extends, a variety of printed materials increases, there is a huge number of reading practices, that correspond to a complex and non-uniform structure of the society. Now the book is an attribute of everyday life, thus, turning, into a subject of mass consciousness. Sacrality of the book is succeeded by information pluralism, fragmentariness of thinking, generality and availability of electronic libraries. Expansion of information space of the society promotes that libraries overstep the bounds of the walls, huge layers of information become available to billions of people in the twenty-four-hour mode. There is deleting of sides between real social institutes – libraries and electronic book-depositories. Library from the place of knowledge storage turns into the special virtual reality irreducible to results of technical visualization and going beyond imagination and memory of the individual.

Keywords: library, book, elite culture, mass culture, reading.

N. Yu. Cherepova

Culturological Value of Virtual Educational Forums

The use of information and communication technologies is an integral part of modern education. However, it is not always a simple task to weave them into the learning process in the conditions of the existing system and make them serve the tasks of development. The article discusses issues related to the organization of dialogical virtual asynchronous forms of learning considering the educational resource Forum as an example. It describes pedagogical goals and objectives that can be solved through educational forums, analyzes the practice of applying this form of education to language courses and the Humanities (Psychology and Pedagogy, Cultural Studies), and discusses the possibilities and limitations of forums to ensure development of creativity. It is noted that for the most effective achievement of the stated goals, the instructions of the forums should be thoroughly thought out, the structure of the forum should be organized so as to meet its objectives; the meaning of working with this resource should be clear to all participants, and the rules of participation should be strictly followed by them. As a conclusion, some examples are given how these limitations can be overcome. In particular, it is indicated that introducing information and communication technologies into the classroom implies restructuring the methodology, the offering creative tasks for self-study, the use of the blended learning model, which stimulates the development of the personality and students' creative abilities.

Keywords: virtual forum, the principle of constructivism, competence, blended learning, the method of projects.

D. V. Nazarova

Cartoons as a Culturological Phenomenon of the Present

This article is devoted to the study of the number and quality of watching animated films by children of preschool and primary school age, on the example of the survey of parents and conversations with children held in the Oncology Department of one of Moscow hospitals, as well as in the kindergarten of the city of Krasnogorsk. The author of the article, being a professional therapeutic clown, in the experience of visiting hospitals has repeatedly observed a great attachment of children to television and gadgets during their stay in the hospital. This gave impetus to the development of this study. The author makes his assumptions about the role of the art of animation in the life of a modern child, analyzes the creative potential of cartoons for use in educational and upbringing purposes, compares the number of hours spent on watching cartoons in kindergarten by pupils and patients in medical institutions of the same age group. Through the cartoon, children are informed of sociocultural norms of society, such important concepts as morality, good deeds, sympathy and empathy. But the author draws attention to the fact that it is important to choose cartoons wisely, responsibly to work with children, and recommends pre-selecting and viewing domestic cartoons with humane and aesthetic content and artistic visual and expressive means available to children. The author raises the question of the creation and implementation of a memo for parents, which will be explained in an accessible form of psychological and pedagogical bases of communication of the child with the gadget for parents, given specific examples and a list recommended for viewing cartoons.

Keywords: animation, cartoon, culture, child, children, therapeutic clownery, art therapy, creativity, development.