Bayborodova L. V., Tiunchik O. V. Organizational and pedagogical conditions to form the tutorial position of an additional education teacher

Abstract. The article discusses topical issues of support and development of children's abilities, taking into account their needs, opportunities and educational goals. The student needs certain abilities in order to make independent decisions and be responsible for their consequences. Support for the free development of the individual motivates to create individualized educational environment that ensures progress along an individual educational trajectory, and the formation of the teacher's position. This humanitarian position of the teacher is based on the perception of the student as a subject of his educational activity, capable of self-development and self-organization. This position is implemented in the process of individualization in the educational process. The field of additional education, where, as a rule, informal and trusting relationships between teachers and children who voluntarily come to the organization of additional education, can be especially favorable for implementing a tutorial position. In this regard, teachers are able to see the most promising areas of accompanying a child in his educational activity, to design together with them a path of development and educational prospects. The process of forming the teachers' position is ensured by creating pedagogical conditions aimed at maintaining teachers' motivation in the process of professional growth, its continuity and diagnosis. The target guideline for forming the tutorial position of an additional education teacher is value-semantic attitudes based on the perception of the student as a subject of his own educational activity, and readiness to accompany the individual educational activity of students. The number of technologies, forms and methods of tutoring support are proposed as pedagogical means of forming the tutoring position of teachers.

Key words: individualization; tutor's position as a teacher; additional education; individual educational activity; support; generation of tutor position

Boldyreva E. M., Valeeva N. A. Career guidance work with school students in the conditions of a summer health camp

Abstract. The article substantiates the effectiveness and pedagogical feasibility of career guidance work with school students in a summer health camp, when the integration of the motivational, cognitive and activity components of readiness to choose a profession happens through the involvement of adolescents in collective creative activity. The implementation of the cultural and educational project «Pedagogical Constellation: Holidays» by Yaroslavl State Pedagogical University named after K. D. Ushinsky, «which is conceptual and comprehensive understanding of the concepts of «mentor» and «teacher», synthesizing a complex of leisure and educational events that implement various aspects of the integral system-forming concept of the program «Pedagogical Constellation». The article reveals the main areas of activity for implementing the program: the role-playing game «Journey through the pedagogical universe», which includes cultural events conceptually related to the pedagogical ideas of the most famous teachers in Russia and the world; classes of the educational module «The Great Wisdom of Great Teachers», an information and educational block (classes with lecturers of the «Knowledge» society), an information center and the newspaper «Educators, mentors, teachers. On the pages of history», a complex of creative workshops «The Magic World of Children's Creativity», a pedagogical cinema club, a musical kaleidoscope «Teachers and Mentors in Song Discourse»; a set of collective creative projects and social videos «I give my heart to children». The article concludes on the educational and training results achieved in implementing the program in the vocational guidance of children and adolescents, such as the formation of knowledge about the main personalities in the history of pedagogy and ideas about the content of the concepts of teacher and mentor in various aspects of their activity; vocational orientation of school students of the Yaroslavl region and increasing the importance of pedagogical professions, formation of a potential reserve of applicants for YSPU named after K. D. Ushinsky from representatives of senior detachments, formation of professional competencies of the counselor of the children's camp and training for volunteer activity as a counselor.

Key words: career guidance; education; children's health camp; professional self-determination; spiritual and moral values; pedagogical system; a theme camp program; plot-role-playing game; educational modules

Zhou Sumen China-Russia higher education cooperation in the context of «One belt – one road»

Abstract. This study examines Russian-Chinese cooperation in higher education. The author gives a brief description of «One belt – one road» and substantiates its importance in promoting international cooperation in many areas, including an educational one. The article also analyzes student exchanges between universities in the two countries, as well as provides up-to-date statistics on the number of students studying in Russia and China. Particular attention is paid to Liaoning Province, which government is currently carrying out activities regarding cooperation with Russian universities in order to further internationalize higher education. The author also determined the models of cooperation that are inherent in the interaction of Russian and Chinese universities: short-term exchange, joint education, creation of Confucius Institutes. Based on the problems of cooperation between Russian and Chinese universities identified in the study, the following areas in development of this area of activity were proposed: strengthening cooperation in the framework of technical and natural sciences, changing the policy of

cooperation in the field of education, conducting preparatory courses in Russian and Chinese. Among the promising areas for the development of cooperation in the field of education was to establish research centers and laboratories based on universities in Russia and China to increase joint research and high-tech products. As a result, the main goals and directions of cooperation between Russia and China in the field of education and in the context of the development of «One belt – one road» Initiative were determined.

Shamsutdinov R. N. Photographics as a means to form visual project culture among humanist students

Abstract. The article discusses the tools and results of the research on the formation of visual project culture among students of humanitarian areas of training («Design» (Design), «Vocational Training (Interior Design)», «Advertising and Public Relations» (Copywriting and Brand Communications)) Institute of Philology and Intercultural Communication Kazan (Volga Region) Federal University. The review of the essential characteristics of project and visual cultures was carried out, the author's definition of the visual project culture of a undergraduate student in the Humanities was developed, the components of the visual project culture were identified: aesthetic attitude to reality; motivation for creativity; creative thinking; creative imagination; photographic design skill; self-assessment of the educational process subject.

The author actualized the problem of project culture research in terms of its visual language and embodiment in the context of visual culture; the "Photographic" module was developed, based on the phased implementation of creative tasks within the framework of individual projects. The work describes diagnostic tools in the form of the test «Value orientations» (M. Rokich); creativity questionnaire (D. Johnson); questionnaire of personal creative abilities (E. E. Tunik); the author's expert sheet developed on the basis of the requirements of the professional competence «Graphic Design», which is included in the competition nomination «Creativity and Design» of the WorldSkills Russia Championship; test «Assessment of the ability to self-development, self-education» (V. I. Andreev). The study sample consisted of 110 students from the Institute of Philology and Intercultural Communication, KSU. The results obtained during diagnostics for each component of the visual design culture are described; conclusions are drawn on the effectiveness of using photographic tools in the formation of a visual project culture among undergraduate students of humanitarian areas of study.

Novikov M. V., Perfilova T. B. Methodological aspects of M. M. Khvostov's university history textbooks

Abstract. The article is devoted to the study of M. M. Khvostov's methodological consciousness. Based on the materials of university textbooks created by him in three sections of the history of the Ancient world, theoretical constructions, normative scientific ideas, basic principles that have become regulators of the scientist's research activity are studied. It is revealed that, showing interest in neo-kantianism, he continued to follow positivist philosophy and epistemology: the principles of historicism and objectivity, the evolutionary approach, the factor theory of the historical process, the postulates of historical determinism. At the same time, creating the concept of sociological history, M. M. Khvostov had to combine the traditional positivist cognitive paradigm with the fundamental ideas of priori economic and sociological doctrines, the historical-critical method with the methods of analogy and retrospection, the integration of which allowed him to typify historical phenomena and processes on a world–historical scale. It is noted that Khvostov was aware of the methodological originality of history, so he included the concept of «methodology» in his thesaurus, which was new for historiography at the turn of the XIX–XX centuries. «The History of Rome» and «The History of the Ancient East» testify to the different semantic content of the expressions «methodological techniques» and «methodological point of view» used by him, which included, along with scientific and theoretical approaches, also tools approved by the scientific community for creating strictly scientific historical research. However, in the «History of Greece», the influence of methodology on the choice of conceptual, axiological and empirical approaches to cognition of the past is only implied: the category «methodology» is implicated in the content of individual chapters, but not articulated and replaced by the concept of «methods». Thus, the aporia of «methodology» and «methods of training» in the professor's mind was not overcome. The article also examines Khvostov's attitude to historical fact, the concept of feudalism, and the general historical point of view.

Ilyushin L. S., Torpashiova N. A. Artificial intelligence technologies as a resource for transforming educational practices

Abstract. The digital transformation of modern society leads to the active use of the latest technologies in all spheres of life. The integration of artificial intelligence into the educational field can be useful for solving a variety of problems, including the tasks of the education system. The aim of the study is to review existing artificial intelligence technologies in the context of their applicability in the professional activities of a school teacher, as well as to analyze the impact of these technologies on the professional development of the teacher. To achieve the goal, theoretical analysis was applied, as well as classification and generalization.

The article presents various classifications of artificial intelligence technologies: due to the criterion of the ability to solve various problems and learn basing on their experience (narrow, strong and super strong), due to the method of data analysis (machine learning, neural networks, deep learning), due to the method of generating data and solving problems (traditional and generative AI). The principles of work and examples of using three main models of generative artificial intelligence are considered: generative-adversarial networks, variational autoencoders and transformer-based models. The authors' classification of artificial intelligence technologies is presented, taking into account the types and examples of problems solved with the help of artificial intelligence in education.

The scientific novelty of the article lies in the development of the approach where artificial intelligence technologies create opportunities for self-improvement and self-education of the teacher. Practical significance is in the development of a list of artificial intelligence programs and technologies (both foreign and domestic) that teachers can use in their professional activity. The programs are divided into four areas: programs for creating texts, images, audio and video recordings.

Key words: artificial intelligence; AI in education; artificial intelligence technologies; neural networks in education; neural networks for teacher professional growth; AI classification; digital transformation of education

Kolyada M. G., Bugaeva T. I., Shatokhin E. Yu. Experimental verification of effectiveness in development of predictive abilities of future sports coaches using computer ontologies

Abstract. The article deals with the assessment of effectiveness in development of predictive abilities of students of physical culture and sports training using computer ontologies. The authors tried to apply computer ontological resources to solve the difficult task of finding effective ways to develop predictive abilities of future coaches, implemented according to their didactic and sports knowledge and rules specific to this field. The components of criteria, indicators and levels in developing predictive abilities of future coaches in sports were determined, including motivational-value, cognitive, operational-activity and reflexive-evaluative components. The main experimental site was Donetsk State University on the basis of the Institute of Physical Culture and Sports, where 184 students in the field of physical culture and sports, 20 trainer-teachers in these areas of training related to the teaching of computer science disciplines and courses using computer ontologies, as well as 18 independent experts were involved. It has been proved that the use of computer ontology systems in the predictive activities of future specialists in the physical culture and sports field of activity, as well as productive methods and forms of training in the training process, really have a positive impact through the use of organizational, pedagogical, psychological, pedagogical and didactic conditions. The motivational and value attitude of students towards their future work as a teaching coach is improved by strengthening their readiness to use computer ontology tools in predictive coaching. They realize that these forecasting tools are an effective tool in improving sports skills not only for themselves, but also for their future students.

Key words: predictive abilities; development criteria; future sports coaches; computer ontologies; predictive coaching; statistical methods

Shchukina O. P. Considering gender and sex characteristics of cadets in military university in the process of teaching a foreign language

Abstract. The article is devoted to pedagogical experimental work, conducted in a mixed group of female and male officer cadets studying English deeply. The main aim of the work is to determine specified features of language training in mixed and separate groups, testing for mixed group training effectiveness. The experimental base is the Military academy of radiological, chemical and biological defense. This research is for 5 years and consists of 4 stages. The materials contain the data about the first stage: information gathering, studying, analysis and arrangement of socio-psychological, psycho-pedagogical, historical and scientific work on set goals and objectives. The article describes some research experience of sex-gender aspects, psychophysical features, significant difference between female and male brain activity, work of brain hemispheres. It gives some criteria of fair assessment and analysis of learners' successful activity. Some external and internal factors influencing individual study success are given. The article describes difficulties and peculiarities of cadets' life which include study and service in the military academy. The research methodology is presented as well as some results of the empirical study with the use of sex role inventory by S. Bem, F. Fiedler's detection method of psychological climate in a group, C. Dweck's detection method of psychological mind settings (fixed and growth). The first diagnosis results of cadets are given. Some methods and teaching technologies that should be used at the English lessons are given. The hypothesis of the experiment on successful teaching in a mixed group of officer cadets is proved by a high result of a single test paper necessary for all learners of this study program.

Shan Lubin The use of digital applications in the process of learning foreign languages

Abstract. The study focuses on justifying the feasibility of using virtual reality technology in teaching a foreign language to university students, as well as the features of the «VARVARA» software solution and its use by university teachers in the curriculum of the «foreign language» discipline. The methodological materials of the study include empirical methods of scientific research, a survey and further analysis of the survey results, generalization of the experience of university teachers in the use of immersive technologies, as well as the analysis of Internet resources and literary sources. The goal is to investigate the use of digital augmented and virtual reality applications to improve foreign language learning outcomes among university students. The elements of the teaching methodology, possible tools for organizing classes, as well as the results of testing the program by end users – university teachers are described. The software solution of the Russian company EDCOM, the dialogue simulator «VARVARA», is being investigated for use in the practice of learning a foreign language by university students. The results of the study revealed the benefits of virtual reality for achieving educational results that are different from alternative teaching tools and methods. In addition, the testing results made it possible to draw a conclusion about the initial stage of formation of the market for educational VR/AR products. Virtual and augmented reality technologies open up new opportunities for practical learning, sensory perception of material within the framework of foreign language classes and increasing the motivation of university students.

Mironova A. N. Training graduates for the use of subject-oriented technologies in professional activity

Abstract. Modernization is taking place in all spheres of society. The analysis of the readiness of students and teachers for professional activity revealed the need to develop comprehensive and targeted training of students for the use of subject-oriented technologies. The purpose of the article is to describe the experience of studying the master's degree course «Organization of educational work in vocational education», during which students master subject–oriented technologies.

The main research methods are the analysis of scientific and methodological literature, the study and analysis of student activity products (student's personal portfolio, individual itinerary, etc.), as well as diagnostic techniques, including pedagogical observation, questionnaires, and collective discussion. The research was based on experimental work. The article substantiates the expediency of training undergraduates to use subject-oriented technologies in their professional activity. The article describes the experience of studying the course «Organization of educational work in vocational education», in which master's degree students master subject-oriented technologies. This work was carried out in the master's degree groups of the Institute of Pedagogy and Psychology of the Yaroslavl State Pedagogical University named after K. D. Ushinsky. The logic of studying the discipline «Organization of educational work in vocational education» in general and individual classes using subject-oriented technologies is presented.

The result of the conducted research is that the dynamics of the readiness of graduate students to use subject-oriented technologies in professional pedagogical activity is confirmed. The conducted research touches upon the urgent problems of higher and secondary vocational education, and is also practice-oriented.

Mitina E. G., Makeenko G. A. Preventing «academic fraud» among students to overcome academic failure

Abstract. The article presents the results of a study aimed at identifying and analyzing the main causes of academic fraud among students of secondary and higher education, as well as analyzing known and searching for modern ways to prevent this negative phenomenon on the part of teachers. The method of anonymous remote questioning chosen by the authors made it possible to identify the most common reasons for cheating on tests, and exams, as well as in preparation of reports and publications. The analysis showed that the problem of academic fraud is equally widespread at all levels of education (vocational, bachelor's, postgraduate and master's degrees), in cities of federal significance and provinces and for all areas of education. According to the authors, the main reasons of this are associated with a low level of awareness of the dishonesty of their behavior by students themselves, an insufficient level of functional literacy among school students continuing their education at the next stages, as well as general low motivation to study. The methods proposed in the literature to counteract academic fraud are mainly aimed at controlling and punishing students, which only exacerbates the causes of dishonesty and reduces their motivation. The authors propose ways to solve the described problem through the development of practical orientation of learning, functional literacy skills and increasing awareness of students. It was also noted that such

work should be carried out not only in relation to the students, but also teachers in order to change their attitude to the problem of student dishonesty and   development of teamwork skills.

Semenov I. N. Typology and logic in development of scientific and educational schools of russian social psychology and formation of a socio-pedagogical approach in human science

Abstract. The article on the history of domestic human science differentiates the main scientific schools of social psychology, among which the formation of the three oldest, created in universities ин G. M. Andreeva, E. S. Kuzmin, A. A. Bodalev. The article traces in detail the genesis of the main scientific schools, traces   conditions for their foundation,   contribution to the formation of domestic human science. The emergence and development of a scientific school headed by the famous scientist of Lomonosov Moscow State University G. M. Andreeva was analyzed in detail also was traced the interaction of the country's largest scientific and educational school of this profile, developing in cooperation with scientists from Leningrad, Yaroslavl, Novosibirsk, Rostov-on-Don, Nizhny Novgorod, Krasnodar, etc. The article for the first time presents the interaction of the three oldest scientific schools created in universities by G. M. Andreeva, E. S. Kuzmin, A. A. Bodalev, with other schools and approaches, which caused formation of socio-educational psychology as an innovative field of modern human science. A comparative analysis of the study of the social psychology of cognition in schools by G. M. Andreeva and A. A. Bodalev was carried out and their contribution to integrative cognitive science and modern pedagogy of higher professional education was shown. The scientific novelty of the article is that in the work, for the first time, the logic of the development of domestic university social psychology is studied by means of scientific methods (cultural-chronological, institutional-personological and subject-thematic analysis).

Based on the results of the comparative analysis of the typology of the considered socio-psychological approaches, a general conclusion is drawn that schools differ. If the work of E. S. Kuzmin was dominated by a socio-production profile, then A. A. Bodalev and his school studied the personal and communicative aspects of human perception and understanding of a person in communication from the existential-anthropological perspective. And G. M. Andreeva built a system of cognitive-personal and communicative-activity social psychology of existential-epistemological cognition. Thus, G. M. Andreeva and A. A. Bodalev made a significant contribution to the study of the socio-psychological aspects of modern rapidly developing integrative cognitive science. It is noted that the development and analysis of the achievements of scientific schools requires further special historical and scientific study. The significance and role of the reflexive-personological approach to the scientific study of life development of famous scientists are shown.

Mazilov V. A. Immanuel Kant and development of psychology

Abstract. The article is dedicated to the anniversary of Immanuel Kant and is devoted to discussing his influence on formation of psychology. April 22, 2024 marked the 300-th anniversary of the birth of the great philosopher, but the ideas expressed by the thinker remain relevant to psychological science. The article discusses issues of debatable nature, since the scientific literature presents different points of view on the nature and degree of influence of Kant's philosophy on psychology. The article argues that Kant's influence on the development of psychology was strong and diverse. The main reasons that led to the underestimation of Kant's influence are indicated. Due to the peculiarities of Kant's personality and the specifics of the tasks solved by the philosopher, the main vector of influence of Kant's ideas was associated with critical remarks about the psychology of the second half of the XVIII century. The main thing is to recognize the methodological influence on the development of psychology. Kant was not a psychologist, but the provisions contained in his works and consisting in the analysis of the possibilities of psychology as an empirical discipline largely determined the process of formation of scientific psychology. It is shown that the physiological psychology of V. Wundt is a direct response to the Kant criticism of his modern psychology. The influence was also different in different times, since some Kant ideas were evaluated and implemented in psychology only after sufficiently long time. The article outlines and analyzes the main provisions of the Kant system that influenced psychological science. Kant owns specific development of ideas currently being implemented in psychology. Promising directions for implementing Kant ideas in psychology are noted. The influence of Kant's ideas on development of world psychology still requires research and needs additional understanding. The history of psychology is indebted to Immanuel Kant, more complete, in-depth and evidence-based coverage of this issue, which is extremely important for the history of psychology, is required.

Nelyubin N. I. Concept «thought» in psychological discourse

Abstract. The article deals with the problem of meaningful disclosure of the concept of «thought» in psychological discourse. The difficulties, contradictions and errors accompanying the solution of this problem are described. Thought can claim the status of the main unit in analysis of thinking, but at the same time, it remains elusive both for theoretical analysis and for experimental study of mental substance. The problem of the correspondence and validity of objective representations of thought in relation to its actual phenomenology is actualized. The issue of polymorphism of the mental composition of thought in the context of holistic mental dynamics is revealed, its phenomenological projections, correlates that are actualized in different registers of consciousness of a thinking person are analyzed. The idea of the phenomenological conjugacy of objective-effective, sensual, verbal, figurative projections of thought is substantiated. The existential-phenomenological conditions and the drama of the initiation of a productive mental act are described. The insufficiency of the language of classical psychology, its semantic limitations in relation to solving the problem in describing the multidimensional phenomenology of thought is shown. The author shares V. P. Zinchenko's position regarding the descriptive potential of fiction, which has a wide range of comparisons, metaphors, as additional means of solving such problems. The original understanding of the concept of «thought» is proposed, which reveals three plans for its analysis: dynamic, meaningful and functional. Dynamically, thought acts as a constantly developing intentional project of the mind, and in terms of content and functionality it is a synthetic, polymorphic compound of different mental formations (figurative, semantic, eidetic, affective), which is a means for highlighting and comprehending essential relationships and properties in the subject of thinking.

Key words: thought; thinking; thought dynamics; concept; mental tissue; feeling; image; meaning

Basyuk V. S., Nikolaev A. A. Identification and identity: theoretical and methodological aspect

Abstract. The article explores the theoretical and methodological aspect of the relationship between identity and identification phenomena from the perspective of philosophers, psychologists and sociologists from the point of view of historical development. Attention is drawn to the difference between Russian and foreign approaches to understanding this problem. A significant difference in the consideration of social and personal identity is highlighted.

Based on the analysis of concepts and theories of scientists from foreign countries, we note that in most cases the authors consider the phenomenon of identity as a central personal education. Some researchers emphasize the special role of the process of identification with the Other and subsequent self-identification. A number of scientists define this phenomenon as quality, mental education, which can have different degrees of development and manifests itself in different forms.

In the course of considering identity as a psychological construct from different theoretical and methodological positions, we pay attention to their proximity, as well as to the presence of a generic connection with the concept of self-awareness of V. S. Mukhina in the framework of the scientific school «Phenomenology of Being and Personality Development».

The work highlights the problem of the research method, inextricably linked with the phenomenon of identity and the identification mechanism, and also attempts to solve it by using a five-fold structure of self-awareness in the theoretical and methodological basis within the framework of the methodology of V. S. Mukhina. This idea allows a systematic and structured approach to study these phenomena. The most suitable age, within the framework of this approach, to study the identification process as a mechanism that fills a person's identity, seems to be youthful, due to its age-psychological specificity.

Key words: methodology; personality; identification; identity; self-awareness; identification mechanism

Vakarina E. A. Review of psychodiagnostic tools to study psychological and professional well-being

Abstract. The purpose of the study is to identify the possibilities and limitations of psychodiagnostic tools to study psychological and professional well-being. Psychological and occupational well-being have impact on mental and physical health, satisfaction with the quality of life, human productivity and performance, which are integral components of comfortable life. Their maintenance becomes possible when certain conditions are created. For this purpose, existing concepts are clarified and psychodiagnostic tools are developed.

The most popular psychodiagnostic tools for measuring psychological and occupational well-being are considered. Researchers adhere to both traditional (hedonistic and eudemonistic) and eclectic approaches in diagnosing psychological well-being. The criteria for measuring psychological well-being are assessment of the general level of well-being, happiness, as well as the subjective level of satisfaction and quality of life. Occupational well-being is at the initial stage of study in contrast to psychological well-being, so there is significant discrepancy in defining the concept and the tools with the help of which its measurement is carried out. The criteria for diagnosing occupational well-being were the assessment of the level of well-being in the professional sphere, satisfaction with working life and psychosocial working environment.

The review of studies shows that the available methodologies are relatively valid and reliable. However, not all psychodiagnostic tools have been adapted and tested on a Russian-speaking sample. A number of techniques are not

available in the main languages of the world. These limitations become an obstacle in their application and empirical testing. The weakest points of the methods allow us to take them into account when selecting and further using them as psychodiagnostic tools.

Zlotnikova T. S. Architectonics of *the soviet* in modern scientific thought

Abstract. In this article the author has a dialogue with his colleague, philosopher S. A. Nikolsky, regarding the concept and structure of such a significant philosophical, socio-moral and cultural concept as *the soviet* one.

When discussing *the soviet* as an ideological system, as a combination of political and socio-moral actions, researchers most often focus on the meaning of the soviet phenomenon. «*Soviet*» is an adjective used by S. Nikolsky in the middle gender and given without a noun, is a wide and significant, independent concept. Book 1 contains a formulation of the problem, and next to *the soviet*, two theoretically significant concepts appear in the title: «idea» and «practice». Each of the two words is given in the singular, and the fact that the concept-philosopheme (idea) and the concept-text (practice) are nearby – gives simplicity, persuasiveness and decisive certainty to the book following this title. Book 2 contains a spread of concrete examples and analysis, developing thoughts that were expressed and proved on other occasions by this author: «philosophical and literary analysis» is an important continuation of the work of S. Nikolsky, who has repeatedly insisted that Russian literature is philosophizing literature, and Russian writers are writer- philosophers.

In the new books they are also prophets, visionaries and proclaimers. And *the soviet* appears as a complex system, as a structure consisting of several levels (social, moral, artistic and aesthetic) and many branches – philosophical and anthropological, intercultural, group and mass. *The soviet* in the version of S. Nikolsky is multifaceted and dynamic. It is in this that its architectonics is seen, analyzed by a modern philosopher.

Kuzovenkova Yu. A. Discursive formation of the art of «street wave» in Russia

Abstract. In the XX ccentury the understanding of art in the expert community changed. This leads to the fact that it is meaningfully enriched with new objects previously unthinkable for classical art. The change in the list of objects is due to the fact that art, like other categories of culture, according to M. Foucault, is a reflective category. Reflexive categories make visible those changes that have been accumulating in the cultural environment for a long time. This article traces the process of Russian street art entering the space of the art world, which ultimately gives rise to the phenomenon of street wave art. The term «street wave art» was introduced into the theoretical field several years ago and is not generally accepted to date. The formation of a new discourse on the art of the XXI century is described through the identification of the mode of existence of street wave art and the modalities of speaking about it. When describing the mode of existence, surfaces of occurrence (Western art world and urban space), instances of delimitation (art world) are distinguished, specification lattices are considered. When describing the modalities of the statement, it is revealed who speaks (subjects of the art world: art critics, curators, gallery owners, art historians, collectors, artists themselves), their institutional position is revealed and positions are determined, that is, those types of activities in the process of which a statement is created about the art of the street wave. One of the main techniques for involving street art in the art world can be called finding a forerunner or precedent in the history of art for a new art object. With the help of Foucault's methodology, the author of the article shows how the art world comes into cooperation with street art and the subjects of the art world form the phenomenon of street wave art. Numerous subjects of the art world, significant for the art of the street wave, are most often associated with private galleries, centers of contemporary art and Internet resources (specialized sites). Through their activities, they create the formal framework in which the phenomenon we study arises.

Apollonov I. A. Cultural and educational potential of the «Alley of Russian Glory» project

Abstract. The purpose of the article is to consider the memorative and artistic features of the bust monuments of the Alley of Russian Glory project, installed in most regions of Russia, near and far abroad countries; identification of cultural, educational and educational significance of this project. The research methodology is based on a semiotic-hermeneutic approach, considering works of art as symbols that embody cultural meanings and ideas. The analysis of immortalized compatriots showed that the project is aimed at personifying in sculptural portraits the ideas of statehood and «Russianness», which are considered as the spiritual basis of the unity of Russia, which determines the continuity of various stages of its history. The ideological basis of the «Alley of Russian Glory» is the imperial period of Russian history, with which the authors of the project associate the achievement of our

country's power, greatness, spiritual wealth, as well as the formation of a multinational civil community. The aesthetic basis of the project is academic realism, which, performed by leading domestic sculptors, determines the high artistic dignity of commemorative busts. The art history analysis revealed two main styles of portraits: ceremonial and metaphorical, each of which allows the sculptor to express personal characteristics and the historical and cultural significance of the hero's image. The high level of academic plastic busts contributes to the conjugation in the human mind of the greatness of the past with a sense of the sublime and beautiful, which determines the significant cultural, educational and educational effect of the project.

Key words: historical memory; monument-bust; «Alley of Russian Glory» project; «memory place»; statehood; «russianness»; patriotism; a cultural symbol; academic tradition of sculptural portrait

Afanasievskaya N. V. Visual culture as space to form and represent ethnocultural identity

Abstract. Due to the wide distribution of visual images, as well as their increasing role in culture and the power of influence on society, the study of visual culture is relevant and necessary for the scientific understanding of many socio-cultural processes. Taking into account the peculiarities of topical forms of self-presentation and self-determination, visual culture has significant heuristic potential and can be considered as research optics, which opens up additional opportunities in studying ethnocultural identity. Having studied the role of the visual one in the context of identity, it can be concluded that visual images play a large role in formation and expression of ethnocultural identity in modern culture. The complexity and versatility of the key concept of visual research – image – is fully revealed when it is considered in the context of identity. Visual images can include signs, symbols, and meanings that together make up a unique visual impression that reflects and shapes values, history, and traditions of a particular ethnocultural group, are a rich source of cultural information, and contribute to a sense of social belonging and cultural identity. Within the framework of this article, the author, in particular, introduces and justifies the concept of «image of identity», which is widely used in scientific and journalistic discourse, but still does not have a clear definition. An identity image is a concept that combines a visual image and a mental construct, containing signs indicating the cultural foundations of the identity of a certain ethno-national community or its individual representative; which is the carrier of its symbols, a translator of meanings.

Key words: visual culture; identity; ethnocultural identity; image; visual appearance; image of identity

Usov A. A. Dvinsky house: traditions and modernity

Abstract. The article presents a study of the complex of a peasant house-yard of the late XIX – early XXI centuries in the cultural landscape of historical settlements in the Russian North within the territorial framework of Lower Podvinie. The house is one of the key objects of ethnocultural research. It is with the house that the most important elements of the picture of the human world are correlated. The design features of the house, the type of peasant estate and the settlement as a whole demonstrate in the subject-spatial embodiment a special way of life of a Russian person in a harsh forest zone. The author relies primarily on the materials of empirical expeditionary studies conducted in 2023 in the village Chukhcherema, Kholmogorsky district, the Arkhangelsk region, and also on the analysis of monuments in the exposition of the open-air museum of the Arkhangelsk region «Small Korely». The work used the author's methodology of Doctor of Culturology A. B. Permilovskaya on the architectural and ethnographic survey of monuments of wooden architecture, on historical settlements as objects of cultural heritage with the making up a historical and cultural reference plan, tested on expeditions and published in monographs. Measurements and photographs of dwellings were made, ethnographic interviews were conducted. The new findings on civic architecture monuments reflect traditional habitation as a way to preserve local and North Russian identity. The article argues that traditional housing forms the cultural landscape of a representative of village Chukhcherema, his changing appearance in time records changes in the socio-cultural space of settlements. The traditional house is a potential key for arranging tourist infrastructure and is one of the factors for maintaining and updating both the local and North Russian identity of the population in Nizhny Podvinie.

Key words: Russian North; Podvinie; wooden architecture; cultural landscape; historical settlement; dwelling; home

Pogadaeva O. S. The problem of continuity of textile crafts traditions in the Sverdlovsk region

Abstract. The article examines the problem of continuity of knowledge and skills in owning textile crafts in the Sverdlovsk region, describes modern forms of transfering handicraft skills. The importance of cultural transmission, continuity in the transmission of traditions, the formation of interest in the craft experience of previous generations, including through involvement in the spiritual origins of national culture, the values of family and gender, through the creation of conditions for self-realization and self-expression of a person, through involvement in the process of manual manufacture of textiles. In the field of scientific consideration there is the generational continuity of fishing traditions based on family relations. The results of the study of the consistent (from generation to generation) transfer of craft

experience within the framework of direct family relations are presented. The transfer of experience was analyzed using the example of four generations of the family: from great-grandmother as the keeper of the craft to great-granddaughter. As part of the problem, craftsmen, teachers and their students involved in textile crafts in the region were interviewed, there were also interviewed participants in specialized festivals, master classes and seminars. Based on the analysis of the data obtained as the result of surveys and studying the mechanisms of working with students, proposals were formulated on new forms of interaction with the target audience to popularize the traditional textile crafts of the Urals. They can be used by educational institutions and centers of additional education. Based on the matrix of learning «conscious competence» and the method of «learning through immersion», the author of the study identifies five levels in development of traditional crafts.

The article will be useful for researchers interested in traditional crafts, teachers to work on methodological manuals, as well as museum researchers, students and a wide range of readers.

Key words: historical and artistic heritage; continuity of tradition; transfer of craft experience; preservation and development of textile crafts; folk arts and crafts of the Middle Urals and the Sverdlovsk region