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Summary

HISTORICAL SCIENCE**Yu. N. Kryazhev****Romanovs and Rasputin: myths and reality in the national history of new time**

Many volumes are written about Grigory Rasputin. Nevertheless, there are many mysteries connected with the history of his relations with tsar's family. This very circumstance was the reason of a birth of many myths about Rasputin - «original tsar», «a person from the people», «seer and prophet» etc. The given research contains the original material, discrediting the known myths of different epochs about the Rasputin's role in the history, to define his true status at the court, to comprehend and understand all the complexity and contradiction of the relations between Romanov's couple and Rasputin deeper and to separate mythical history from the true.

Keywords: Rasputin, Romanovs and Rasputin, environment of Nikolai II.

I. I. Krott**The Provisional Government policy regarding agricultural farms in the West Siberia (February – October 1917)**

The purpose of the article is to give some information on the agricultural policy of the Provisional Government. The problem of interaction of the Authority and agricultural farming of the West Siberia, the main principles of their interrelation are analyzed.

Keywords: provisional government, agricultural policy, agricultural undertaken farming.

O. A. Ozerova**The struggle of Western Siberian Communist party against manifestations of nationalism and chauvinism among Turkic nation (1928 – 1936)**

The article is devoted to the crucial problem of nationalism and chauvinism among Turkic people in the western Siberia in 1928 – 1937. The main attention is paid to the struggle of the regional communist party leadership with negative phenomena (great power chauvinism, nationalism) among indigenous people, impeding the construction of socialism. The article considers the mechanisms of prevention of the chauvinism and nationalism by the party leadership toward to those who demonstrated it toward representatives of Turkic people as well as inside of those groups.

Keywords: emergency policy, Turkic folks, chauvinism, nationalism

A. A. Tsindik**V. I. Lenin about fighting activity of the revolutionary underground in Russia**

This article is devoted to relation of V.I. Lenin to fighting activity of Russian revolutionary of the XX century. Special attention is paid to the fighting organizations of social-democrats, socialist-revolutionary and anarchists considering their methods and forms of activity.

Keywords: fighting activity, act of terrorism, expropriations.

A. S. Ivanov**Communists-Kalmyks on special settlement (On materials of Omsk and Tyumen Regions)**

In the article, on the example of the Kalmyk people, the policy central and local authorities in the relation special migrants - Communists is investigated. The author shows that the system of special settlements substantially restricts the right to political parties Kalmyks. The researcher

enters into scientific new statistical data that enable us to study the problem in the dynamics.

Keywords: Communists, special Kalmuck migrants, deportation, CPSU.

S. A. Grivina**Creative development of Tuva historian, ethnographer and student of local history G. N. Kurbatsky**

The article is dedicated to creative development of Tuva historian, ethnographer and student of local history G.N. Kurbatsky. The author tries to highlight the role of Georgy Nikolaevich's gathering, research and teaching activity in study and popularization of Russian national culture of the region. Special attention in the article is paid to the creation history of the invaluable still unpublished private handwritten folk found by G.N. Kurbatsky, which contains 770 nonceremonial lyric songs, and also spells, mysteries, proverbs, sayings, stories of old residents, and local legends.

Keywords: creative biography, private archives, funds, scientist heritage, Tuva, Tuva Russian folk culture.

SOCIOLOGICAL AND ECONOMICAL SCIENCES**A. M. Kiseleva****Self-governing capacity of local communities**

Self-administrative traditions of local communities on the territory of local residence and the need to protect their economic and social interests are considered. Development and use of the capacity of local communities will build partnerships with local governments on the basis of various joint program activities. This process will ensure effective functioning of the institute of public government in the territory of the municipality.

Keywords: local communities, territorial self-government, social partnership, potential, municipality, civic engagement

L. A. Lebedintseva**The problem Field of sociology of intellectual labour**

This article pays attention to the necessity of creation and development of sociology of intellectual labor. The main problem and features of opening the meaning of the key ideas are emphasized. The special attention is paid to revelation of peculiarity of intellectual labor.

Keywords: intellectual production, sociology of intellectual labor, utility approach, innovation.

S. G. Simonov, M. A. Khamatkhanova**Forming of diasporas and diasporal culture in Tumen region: sociological analysis.**

The article is devoted to clarifying the role and place of the term «diaspora» in the sociological categories. It is proven that the phenomenon of diaspora based on cultural identity. The analysis of the formation and development of cultural diasporas of the Caucasian peoples in Tyumen region.

Keywords: diaspora, ethnicity, ethnic group, culture.

Na Chuanlin**Transformation of political parties under conditions of the electoral legislation changes (on the example of Omsk region)**

The transformation of political parties in the Omsk region consists of two stages: in the early 1990s, the political parties had been atomized, then to be polarized and in the 2000s. The transformation of political parties in the Omsk region were limited in pluralism with the prevalence party. The

transformation of political party in Omsk region during the 1990s – 2000s is the process of order, and consequence of the influence of institutional, legal factors, especially the influence of elections.

Keywords: political parties, transformation, election, Omsk region.

V. A. Tsygankov, E. A. Sukhanova
The state social support of a standard of living of family: problems and solutions

The article deals with the problems concerned with solving the most actual tasks in modern conditions. The tasks include support of a standard of living of needy families, which have perhead wages lower than size of a living wage, with a view of mitigation of negative consequences of poverty; decrease of a social inequality and prevention of a social dependence that demands development of new approaches to the solving problems. The problem of search qualitatively and structurally new sources of resources and technologies of their realization rises. Features of social and economic position of family and children are revealed and their most significant problems in the Russian Federation in modern conditions are designated. The characteristic and an estimation of realization of a policy of the state social support of family and children in Omsk area and in the Russian Federation are given. Recommendations for perfection of a modern policy of the state social support of family and children in the Russian Federation are developed and offered.

Keywords: family with children, a standard of living, poverty, grants for family and mother, a social policy, the state social support of family and children.

C. V. Kondratyukov
Cost-effectiveness analysis and safety to organizations in condition of competition

The author's approach is considered in the article for calculation and analysis of the leading indexes to cost-performance and safety organization for the purpose of provision of their competitiveness on the market. The author keeps to concepts that competitiveness object - a characteristic, formed by efficient activity and reliable protection from threats.

Keyword: the cost-performance and safety, factors to efficiency and safety, competitiveness to organizations, dynamic estimation to activity on the market, methods of the calculation and analysis.

A. A. Khoroshavin, N. V. Nemtsova
Peculiarities of typology of corporate organizations as the basis for the analysis of efficiency of their economic activities

In the article the definition of a corporate organization from the point of view of the system approach is presented. Also the typology of the corporate organizations based on such criteria, as the size of the organization, scales of activity and level of transparency is considered.

Keywords: corporation, globalization, strategy, transparency.

E. V. Yudina
Formation of the mechanism of a sustainable development of dairy cattle breeding

The article considers the organizational-economic mechanism of development of dairy cattle breeding and its basic components, making direct impact on the branch sustainable development.

Keywords: dairy cattle breeding, the organizational-economic mechanism, a sustainable development.

N. A. Kuznetsova
Prospects of development of auxiliary production in the agricultural organizations in the Omsk region

The article is dedicated to the processes of formation and development of auxiliary production in the agricultural organizations of the Omsk region. Emphasis is placed on the problems of the development of auxiliary production, which are important in the provision of food resources, additional income for producers and increase the competitiveness of enterprises.

Keywords: auxiliary production, food security, the concept of development, socio-economic indicators.

PHILOSOPHICAL SCIENCE

I. N. Dyachenko
The problem of the place and role of social and cultural transformation in the philomenological process of modern Russian society

The author develops a new philosophical concept «philomenologiya» and corresponding categories. Particular attention is paid to the concepts of «life,» «person,» «love to a life» (philomenology). The problem of the place and role of social and cultural transformation in the philomenological process of modern Russian society is considered.

Keywords: life, person, society, man's love to a life (philomenologiya), social and cultural transformation.

I. A. Krebel
Philosopher - «Native» (In the cultural texts of Russian Art Nouveau)

The aim of modernity is neither a reconstruction of the Logos of Greek language, nor a clarification of the universal Logos, the Logos as the acquisition of the language's own culture, opening the opportunity to reach out to the Logos of the universal order.

Keywords: Russian modernist culture, text, and the organic language.

A. V. Lonin, D. E. Grigorenko
The social elite as the basis of free subject of social management

In the article the specificity of the social institutes representing as the subjects of the free type management is defined. It is offered the basic definitions of the social elite as the various characteristics of the free subject of the management. The conclusion is drawn that the definitions of the social elite cause adequacy of the free subjects by life of the individualistic type society.

Keywords: social institute, social management, free subject, social elite.

V. F. Medvedovskaya, V. I. Razumov
Why a child needs a large family

The possibilities of the system approach are discussed for family's analysis. Some results are received in the branch cybernetics-homeostatics by looking into the question of the family role in the population homeostasis. Large family efficiency is explained from the system positions and a special accent is made on the family presentation as a functional system aimed to the final result.

Keywords: family, final result, functional system, homeostatics, system principal.

I. S. Metelev
Social-philosophy principle analysis of the migration experience

One of the major aspects of social process is the factor of migration behavior. The article considers universal interrelations migration experience and presents the subject matter of modifications of migration existence.

Keywords: Social philosophy, society, migration, culture, life-world.

T. P. Milcharek
Semiotic nature of aesthetic reality

The article reveals the essence of the semiotic object, the heuristic value of this concept in studies of the processes of creativity, culture and art.

Keywords: sign, symbol, meaning, action, creativity, aesthetic reality.

K. N. Poleshchenko, N. A. Semenyuk
Philosophical aspects of interdisciplinary of nanotechnology in the context of development scientific and technological system of knowledge

In the article there is presented review of the philosophical aspects of nanotechnology formation as a system of knowledge. The analysis of fundamental and technological knowledge is carried out in the context with formation of techniques and methods of investigation used in the sphere of the nanosciences and nanotechnologies. There is found out a cognitive mechanism of nanotechnology phenomenon.

Keywords: nanotechnology, scientific and technological system of knowledge.

G. R. Khaydarova
Phenomenon of pain in the European and Russian philosophy

Reflection to pain is actual in any culture, during every epoch there are various definitions of it. The analysis of understanding of pain in a certain cultural context throws light on a society, sets scale of its «humanity», rationality, civilization. In the article it is presented not only the comparative characteristic by the European and Russian culture, but also the concept of «ennui», as opposite pole of a pain in a modern civilization is allocated.

Keywords: phenomenon of pain, existential responsibility, European culture, phenomenon of ennui.

Yu. V. Shkudunova
Individual and collective action in shaping civil society

This article challenges the existence of the group's commitment to general principles of human, emotional solidarity, not inconsistent with the formation of an independent personality with a critical point view. New is the view of

the formation of civil society from the perspective of the regulation of individual and collective principles. This position will in practice affect the formation of civil society.

Keywords: individual, group, society.

T. E. Klimenko
Perception of Highdegger's modi in existential psychology

In this article there is an analyses of the existential modi promoting by M. Highdegger in philosophy and L. Beenswanger in psychotherapy. The existential philosophy time modi have the development in the existential psychology changing according leading way of a self-expression and a self-interpretation. As the result the author insists that man existence is changed because of different kinds of existential modi.

Keywords: being, existence, existential modus.

N. S. Torgovkina
Mimesis, performance, ritual in practice of eastern kinds of single combats

In the given article oriental combat sports as the unique system, having by the basis philosophical base both including psychological and spiritual aspects are considered. The analysis social an expert, opened by K. Woolf is carried out: mimesis, performance, ritual. The given experts in a context of employment are shown by oriental combat sports.

Keywords: mimesis, performance, ritual, oriental combat sports.

Yu. S. Lobanov
Border of the Soviet culture in discussion about the ideal

In this article discussion about the ideal is considered for the first time, as a substantial field of fundamental gnoseological concepts of knowledge limitations of the Soviet spirituality. Aspiration to extremely detailed working out of a problem, logic unitarism and movement to the unique solution of a question, is reasonable to construct consistent vision system, which is necessary to find reliable epistemic points of support of the culture, beginning reflective self-knowledge, and yet ready to collision with real variety of a subjective reality.

Keywords: ideal, the subjective reality, the limited culture, logic unitarism, ontological monism.

N. E. Eliseeva
Physiophilosophy as speculative knowledge: urgency, typology, modernization

The motto of the modern world is «»ontological fatigue«», resulting from the fragmentary character of objective reality and segmented nature. Objective reality can be compared with the mosaic in which a missing detail makes the image distorted, incomplete and frequently false. Natural philosophy is a way of philosophizing rather than a stage in the history of philosophy, the way moulding the most holistic picture of the world with modern modifications of that picture.

Keywords: universe, the nature, natural philosophy, integrity, the person, harmony.

PHILOLOGICAL SCIENCE

T. V. Aleynikova
Cognitive-discursive research on English terminology of ethics

This article discusses the logical and etymological background of formation and interpretation of certain terms of basic ethical concepts: ethos, conscience and belief in the light of the cognitive-discursive paradigm.

Keywords: cognitive concepts, English terminology of ethics, language and consciousness.

A. M. Kloester
Specificity of semantic links of German terms of engineering psychology

The given research is devoted to the complex approach in studying of semantic links of German terms of engineering psychology - the scientific discipline studying objective laws of processes of information interaction of the person and technicians for the purpose of their use in practice of designing, creation and operation of «person-car-environment» systems.

Keywords: German terminology of engineering psychology, semantic links.

M. S. Shumaylova
Structural analyses of original terms in German Internet terminology

It is necessary to have good knowledge of actual state of a particular branch of science and technology in order to predict its dynamics and quality. The

structural analysis of the German Internet terms is carried out on the base of Omsk terminological center allowed us to determine the most productive derivational elements and models.

Keywords: terminology, structural analysis, derivational model, Internet.

T. N. Sharapova
English - German hybrid terms as a constituent of a modern Bionics term system

The paper analyzes the research of hybrid terms in the German bionics terminology in accordance with the classification of the leading domestic and foreign scientists of terminology. We consider the causes of process of borrowing in the German language. The most widespread formations of English - German hybrid terms confirmed by a large number of examples are given.

Keywords: terminology, Bionics, English - German hybrid terms, borrowing.

S. A. Volodkova
Problems of acronyms in English terminology

Technically, a word is formed by combining some parts (usually the first letters) of some other terms. For example, a word modem is the acronym derived from modulator/demodulator. In everyday speech, the term is also used to refer initialisms, which are combinations of letters representing a longer phrase. For example, CRT is an initialism for cathode ray tube. The difference is that an acronym is pronounced as if it were a word rather than just a series of individual letters.

Keywords: term, acronym, polysemy, synonymy.

A. M. Raisova
Interdisciplinary synonymy in ecological terminology in the German Language

The article is devoted to the synonymy of German terms of ecology. Structural peculiarities of synonymous terms are described and causes contributing to the phenomenon of synonymy are identified.

Keywords: synonyms, synonymic rows, German terminology of ecology.

I. S. Nazarova
Appearance of «epoch of contradictions» in the Ya. P. Polonsky's book «Prints»

The article is devoted to the research of features of architectonics and poetics in the Ya. P. Polonsky's lyric book «»Prints«». A book is examined taking into account the creative evolution of the poet and in a literary user of the second half of XIX age structure. The immanent analysis of poetic book is shown by maintenance of its artistic form, and finds out direct connections of process of creation of book of verses with changing of cultural paradigms in the Russian literature. The author comes to the conclusion, that architectonics of poetic book «»Prints«» for Ya. P. Polonsky is the sign of deep insoluble contradictions of life.

Keywords: lyric book, lyric cycle, architectonics, poetics, dialogic principle, ontology.

K. R. Vaganova
The characteristics of genre of the theatrical announcements of the turn of the XIX – XX centuries (on the material of newspapers «The Omsk bulletin» and «The Omsk telegraph»)

Genre characteristics of theatrical announcements of the turn of the XIX – XX centuries are considered in the given article genre on the regional material. Their structural and semantic componentries are revealed. The conclusion of a regional orientation of theatrical announcements has made.

Keywords: communications, genre of speech, theatrical announcements.

PSYCHOLOGICAL AND PEDAGOGICAL SCIENCE

A. M. Berestovskiy
About experience of development and realization of humanitarian educational-professional technologies for experts training in pedagogical high school

In the article mechanisms of development of humanitarian educational-professional technologies of experts training in pedagogical high school is considered. The analysis of results of skilled-experimental work is presented, it is shown that its application in training students of pedagogical University raises the possibilities of pedagogical disciplines, promotes development of creative informative activity of students, aspirations to professional self-improvement.

Keywords: preparation of experts in pedagogical high school, educational-professional technologies, professional competence, an educational-professional problem.

E. A. Obodkova

The current situation of world management: theory and practice

The article examines the current situation in the theory and practice of global management. The article describes the concept of «Management» and the subject of the science of management, the article examines management styles, four approaches in the development of management theory, etc. The author analyzed the features of the present state of control «through the prism» of the process, system and situational approaches, the author pointed out the main trends of the modern stage development of management theory. The main trend of modern theory of management describes the characteristics of globalization in the theory of science.

Keywords: globalization, management science, the trends of the present stage of development of management theory.

L. I. Dementiy, O. P. Necheporenko

Prototypes of an unsuccessful person in consciousness of the Russians

The article is devoted to the study of social conceptions of an unsuccessful person in modern Russian society. It presents the analysis of differences in social conceptions of an unsuccessful person, failure and misfortune which belong to the people with diverse levels of successfulness. The article identifies prototypes of an unsuccessful person.

Keywords: social conceptions of unsuccessful person, failure, misfortune, personality, prototype.

O. E. Akulich, L. G. Melekhina

The competence approach for training of the future engineer in the course of modeling during lessons of mathematics

In the article the role the competence approach for training students of mathematics in engineering high school is considered. The problem of formation of professional competence of the future experts on mathematics in the conditions of application of the method of mathematical modeling in solution of profile problems is investigated. Examples of the problems demanding system use of available knowledge and formation of new knowledge of other level for the solving professional problems are resulted.

Keywords: the competence, professional competence of the expert, mathematical modeling, profile problems.

L. B. Gorelik

Development of the communicative competence at bilingual teaching of mathematics

This article is devoted to the problems of bilingual education. The author works out the basis of classification of difficulties of the French mathematical texts for Russian-speaking students. The isolated linguistic content within the teaching program «mathematics in French» is an invariant nucleus which doesn't depend on lexical material of a concrete mathematical text, and thus it allows developing communicative competence successfully on the basis of linguistic, sociolinguistic and pragmatic competences.

Keywords: bilingual education, communicative competence, linguistic competence, sociolinguistic and pragmatic competences.

A. V. Deev

Formation of system competences with help of graphic means in the course of mathematical disciplines

System competences are modern criteria of quality of professional training introduced in some foreign countries during Bologna process. In projects of federal state educational standards for higher professional education, system competences are presented in all sections of competences. In the article, possible scale of assessment of formed system competences is considered; methodology of raising efficiency of development system competences in the course of mathematical disciplines in the institute of higher education is suggested. Published information can be used by teachers of institutes of higher education.

Keywords: system competences, mathematics teaching methods in the institute of higher education.

E. G. Bardina

Stages of competent approach and the problem of monitoring of the formed level of key competence on the course «Safety of vital activity»

The plan of realization of the competent approach for higher technical education has been worked out on the model the course «Safety of vital activity».

Current control over the level of the formed competence has been carried out in the form of testing and modeling of the concrete vital situations.

Keywords: stages of competent approach, monitoring of the level of formed competence.

L. M. Kalashnikova

Development of pedagogical support for student in college

The problem of pedagogical support of student in college is one of popular in contemporary science and educational practice. With development of vocational education, which should play an early role in the development of our society (and its hard trying to turn in the provision of education, educational services), yet the emphasis moved to the personal development of students, their self-improvement, updating personal resources in establishing him as a person and as a professional.

Keywords: pedagogical support, larval development, larval-oriented approach, professional-personal development.

PHYSICAL TRAINING AND SPORT

O. P. Golovchenko, A. K. Tchernyshov, T. E. Saborskaya

Quantitative assessment of the quality of students' physical training

The article written by O.P. Golovchenko, A.K. Tchernyshov and T.E. Saborskaya «Quantitative assessment of the quality students' physical training» produces results of a new approach to the organization and assessment of the course «Physical culture» at a higher institution of the social and humanitarian specialization.

Keywords: student, physical education, assessment.

N. A. Lukyanova

Realization of structural-functional model in the process of forming the communicative competences of students at the tourist specialties

The structural-functional model in the process of forming the communicative competences of students at the tourist specialties during professional training is offered in the article. There are suggested elaborated by the author the criteria and levels of estimation the students' communicative competences and is shown their dynamics during the experiment in the article.

Keywords: students of tourist specialties, professional training, communicative competences.

N. V. Arnst

Organizational and methodological bases of sport club employment of students by track and field athletics in high school

The most modern and productive directions in increase of physical readiness, strengthening of health, realization of individual impellent demand, the communications and socialization in a society of student's youth, are mass playing sports during educational activity in high school.

Keywords: sports, track and field athletics, physical readiness.

O. V. Marakhovskaya

Playing method of ski training in students of general-fitness groups

The lessons on physical training in preparatory groups include skiing preparation (compulsory minimum). In this view the developed module-correctional educational technology of this type contributes to absorption of classic and ridge steps, increases motivation level for studies and organisms resistance.

Keywords: Students, ski training, general-fitness groups, respiratory musculature.

A. V. Tishchenko

Queensberry rules and their correlation with measures of efficiency of boxing actions

The research of the data of fighting style of boxing is conducted from the position of category of form and content. On the basis of fusion of the data of the form and content there is a promising possibility to individualize the boxers' work-out session.

Keywords: form, style, fighting style of boxing.

T. V. Vasilistova, A. Yu. Grigoryev

Physical training of students of the university living in conditions of Northern regions

It is particularly important to maintain and enhance physical health and healthy lifestyles students of the university, living and studying in conditions of the Northern regions.

Development of program-methodical maintenance of physical training of the students of the university, living in the Northern regions, is the purpose of this study.

Keywords: physical training of students of the university, climatic and geographical features of the northern regions, software and methodical support, «fitness», pedagogical model.

TEACHING METHODOLOGY

O. Yu. Pavlovskaya, V. I. Surikov, Vad. I. Surikov, N. A. Prokudina, A. G. Turovets
Students' self-work in OmSTU chair of physics

The problems of self-work, which could increase the motivation of engineering students to study physics are discussed in this paper. On the authors' opinion, motivation increasing means may include utilization of the technical teaching facilities, creation of the especial computer text-books, slide-lectures, studying test materials etc.

Keywords: self-work, motivation to study, technical teaching facilities, computer text-book, slide-lecture, test materials, creative abilities.

A. E. Ultan, L. A. Zharkikh, D. O. Mashkov
Development of educational system on chemistry

Main ideas assumed by the authors as a basis for development of educational program on chemistry in this work are considered.

Keywords: tutoring chemistry, tutoring program.

I. B. Gilyazova, O. Yu. Melynikova, T. A. Uvarova
Development of ecological outlook as a part of natural science outlook and scientific nature picture of higher educational establishment of students

In modern conditions ecological outlook is necessary for forming scientific outlook in general. Questions of communal feeding, preservation of environment and health are inherent part of modern nature picture. Such questions should be considered in the educational process of higher educational institutions. For evaluating of the overall level of forming of ecological outlook the questionnaire for higher educational students was elaborated by us. The example of using of different forms, methods of both class work and extracurricular work and creating of scientific research centers for development of ecological outlook as a part of natural science outlook and scientific nature picture in higher educational institutions was given.

Keywords: scientific research center, ecological outlook components, natural science outlook, scientific nature picture.

M. V. Syretskiy
The role of control and assessment activities in the structure professional competence of teachers of mathematics

This article describes various aspects of activity of a teacher of control and an estimation. It reveals essence of professional competence of the teacher. The concept tells about the approach to a problem of formation of competence through spheres of abilities which are necessary for the teacher.

Keywords: monitoring, evaluation, operation, control and evaluation activities, competence.

T. V. Ulyanova
Methodical accents in teaching of a theme «Real numbers» at profile level

In the article methodical features of teaching of a theme «Real numbers» at profile level according to the textbook on algebra and the beginnings of the mathematical analysis for 10 classes under S.M.Nikolskiy edition are examined.

Keywords: profile training, availability of the educational text, methodical problems.

D. A. Sviridov
Developing interest to plastic forms in the future designers on drawing lessons

This article is about the importance of the academic drawing and the developing of the interest to the process of form-making in the future professional activity of the designers. The form-making is the decisive stage

of the design creation and the possession of the academic drawing skill leads to the quantity higher level of the designer's work.

Keywords: drawing; design; form-making; interest.

CULTUROLOGY. ART HISTORY.

N. L. Varova
Essence and criteria of art and artistic production

The article shows the existence of 2 different types of art activity in modern culture: 1. Art, the subject of which is an artist. 2. Artistic production, the subject of which is a cultural worker. The criteria for distinguishing the results of these creative activity types are offered: 1. The object of representation. 2. Spatial principle of representation. 3. Deep-rooted mental image. Ambivalency of influence of postmodern ideas in creative work is shown: for an artist they base the necessity of reflection and actuality of art as understanding; for a cultural worker they base fragmentariness, mosaic and perfunctory manners of view and image.

Keywords: artistic thinking, artistic production, art and reality, subject of non-material production.

S. V. Zyblitseva
Basic trends in the development of the network of radio installation and radiobroadcasting of West Siberia in the postwar period (1946 – 1958)

The article is dedicated to the barely studied problem of radio-building in Western Siberia. Considering the system of radio installation and radiobroadcasting as the united structure, the author analyzes organizational measures for the optimization of the work of radio, rates of the radio installation of region, are revealed genre and subject components of radio-programs.

Keywords: cultural organization, mediaculture, radios, radio installation, radiobroadcasting, Western Siberia.

V. A. Barinov
The influence of a composition on specificity of culture of perception in circus

Considering specificity of circus space, specificity of perception is built. The culture of perception is circular vision, i.e. a circular motion, development of performance in the conditions of the circle and circus dome dictate also specificity of perception. The article analyzes composition of trick expressiveness. The considered problem of circular perception has been not studied yet. Therefore the article for specialists who is interested in problems of circus and psychology perception.

Keywords: circus, an arena, a dome, the actor, art, an image, culture of perception, representation, illusions, the visual organization of the form.

A. M. Dianova
Everyday interdictions in traditional culture of Barabinsk Tatars

The article is devoted to study of everyday interdictions in traditional culture of Barabinsk Tatars. While analyzing various categories of actions-interdictions, its cultural relations and connections with religious beliefs of Barabinsk Tatars are revealed. The author made the conclusion about preservation of some pre-islamic elements in everyday interdictions, that confirms the existence of religious syncretism in spiritual culture of Barabinsk Tatars.

Keywords: traditional culture, everyday interdictions, directions, religious syncretism, Islam.

I. I. Reznik
Museum exhibit - the carrier of spiritual meaning

Reflections on the essence of mutual influences of works of art, objects and people living in the space of the museum are under consideration. We consider the deeper meaning of a museum exhibit, his «soulness», an idea, without which it would not have been the dialogue of cultures in the museum.

Keywords: museum, exhibit, dialogue of cultures, the idea, the history of things, a work of art.