

SUMMARIES OF THE ARTICLES IN ENGLISH

P. 7. *Bakhtina Olga N., Lvova Eleonora L., Chernyavskaya Julia.O.* Tomsk State University. Tomsk State Pedagogical University. AT THE ORIGINS OF CULTURE EDUCATION IN TOMSK STATE UNIVERSITY. An experiment which was performed in Tomsk State University from 1990 to 1992 on supplementary interdepartmental specialization which was later named «culturology» is described in the article. Senior students of Historical, Philosophical and Philological Departments who wished to receive supplementary education and Tomsk university teachers who warranted the teaching process were in experimental groups. The center for culturological research which appeared in the course of experiment worked out the programs for courses and special courses of the specialization, organized discussions on university cultural and historical environment problems and on corporate mentality formation.

Key words: culturology, the humanities, social anthropology, interfaculty specialization, higher education.

P. 17. *Gumerova Rimma V.* Tomsk State University of Control Systems and Radioelectronics. STUDY OF CREATIVITY IN THE COMMUNICATION PARADIGM. The present study identifies the levels of the personal communication with the world based on the intensity of communication. The essence of creativity at each level of personal communication with the world was revealed. The author's definition of the creative personality in the context of communicative ontology was given. Classification of the creative personality based on the intensity of communication with the world but not on the level of the influence of its objective creativity on the culture was carried out

Key words: communication, creativity, creative personality.

P. 27. *Shilyaev Konstantin S.* Tomsk State University. LEXICON OF EMOTIONS IN THE REALIZATIONS OF THE KEY METAPHOR «DOG IS MAN» IN «THE CALL OF THE WILD» BY JACK LONDON: THE ASPECT OF INTERCULTURAL COMMUNICATION. The article is dedicated to the study of functioning of metaphor in the text of a work of fiction and the representation of this functioning in translation as a process of intercultural communication. Lexicon of emotions is viewed in the framework of the key textual conceptual metaphor «DOG is MAN» in the story «Call of the Wild», written by Jack London, and its translation, made by M. A. Abkina. The analysis of translational correspondences reveals the similarity of metaphoric interpretation of a dog's behavior in both English and Russian worldviews.

Key words: intercultural communication, linguo-culturology, key textual metaphor, J. London, translation, linguistic worldview.

ART HISTORY

P. 34. *Monde Olga-Lisa.* The Lee Strasberg Theatre and Film Institute (New York). BRITISH MUSICAL THEATRE OF 1930-60. The article considers the British musical from the time of its origin till the 1960s. Special attention is paid to the little-studied period of 1935-60s, when the British musical theater experienced difficulties related to the war and the postwar revival, expansion of the American musical, but, nevertheless, began forming its own West-End standard, different from the Broadway one. The author especially thoroughly analysis the works of such composers as Ivor Novello, Noel Coward, Vivian Ellis, Sandy Wilson, and Julian Slade, who made a great contribution to the development of this kind of music and drama in the UK in the middle of XX century.

Key words: musical theater, musicals, operetta, composer.

CULTURAL HERITAGE

P. 46. *Nesterov Eugeniu A.* Tomsk State University. MATERIAL AS AN INDICATOR OF THE INFORMATIONAL VALUE OF THE ARCHAEOLOGICAL HERITAGE. As a result of studying the archaeological exposition of the Museum of archaeology and ethnography, Altai state university has been allocated by the material of the following groups exhibited museum items: stone, bone, glass,

metal, ceramic. Designated kinds of exhibits testify about the development of the material culture of the ancient people of Altai.

Key words: the museum exposition, museum object of the historical process, the archaeological culture, material, stone, bone, glass, metal, bronze, iron, ceramics.

THE ROLE OF LIBRARIES IN CULTURE IN HISTORY AND MODERN TIMES

P. 57. *Zheravina Olga A.* Tomsk State University. IMAGES OF SALAMANCA SCHOLARS IN A SERIES OF PORTRAITS OF OUTSTANDING SPANIARDS (FROM STROGANOV'S BOOK COLLECTION OF SCIENTIFIC LIBRARY OF TOMSK STATE UNIVERSITY). The rare edition from the collection of graphic works belonging to library of Stroganoff is considered. Attention is focused on ideological contents of the draft of the edition of portraits of the well-known Spaniards, its purposes and means of their achievement. As the examples of outstanding figures of Spain presented in a collection, the scientists-linguists of the XVI century Salamanca university Antonio Nebriha and Francisco Sanches are given.

Key words: Portraits of outstanding Spaniards, Antonio Nebriha, Francisco Sanchez, Stroganov's library, Scientific library of Tomsk state university.

P. 65. *Kuzoro Kristina A.* Tomsk State University. ADVERTISING IN RURAL LIBRARIES OF TOMSK REGION: KINDS AND POSSIBILITIES. The article is devoted studying of experience of rural libraries of Tomsk region on application of advertising technologies. Kinds and ways for advertising are considered; versions of printing advertising production; forms of interaction with mass media. In article possibilities of library advertising are characterised, prospects are revealed and the problems arising at realisation by rural libraries of advertising activity are noted.

Key words: library marketing, library advertising, rural libraries, Tomsk region.

MATERIALS OF THE ALL-RUSSIAN SCIENTIFIC-PRACTICAL CONFERENCE OF STUDENTS, POST-GRADUATE STUDENTS AND YOUNG SCIENTISTS «CULTURE ETUDES»

P. 71. *Balysheva Maria S.* Tomsk State University. THE CENTRAL CITY LIBRARY – INFORMATION AND CULTURE CENTER OF SEVERSK. The article describes the activities of the Central City Library of Seversk in four areas: information, social, culture education and leisure time. As well as its place and importance among the city's administrative, educational, cultural institutions and mass media.

Key words: local history, Seversk, central city library.

P. 76. *Bahareva Lilia A.* Tomsk State University. THE LIBRARIAN AND THE READER: THE PECULIARITIES OF THE COMMUNICATION, BASED ON RESEARCHES FROM THE SCIENTIFIC LIBRARY OF TOMSK STATE UNIVERSITY. This article dedicates subject relations, features and prospects of communication between the librarian and the reader. The relevance of communication in the library of dialogue is shown. Also the interest of readers in a competent, adequately communicating with the librarian is lighted. We identified the need for training librarians to the process of communicating with the different types of readers. In this article we show the results of the poll conducted in 2012 among the readers in the halls of public access of the Scientific Library of Tomsk State University.

Key words: the librarian, the reader, communication, dialogue, sociological poll, the Scientific library of Tomsk State University.

P. 80. *Bolotskih Daria N.* Tomsk State University. CENTRAL INTERSETTLEMENT LIBRARY OF KRIVOSHEINSKY DISTRICT OF TOMSK REGION: HISTORY AND MODERN STATE

The article is devoted to the research of rural libraries. As an example we research the history and current status of the Central Inter settlement Library of Krivosheinsky district of Tomsk region. It also provides information about the branch libraries that constitute the structure of Krivosheino Central Library System. The article shows the role and functions of rural libraries in the formation of the cultural space of the village, presented in the oral testimony of witnesses, reporting and publications.

Key words: rural library, Krivosheinsky district, Tomsk region, Krivosheino central library system, Krivosheino central library.

P. 84. *Botova Vera A.* Tomsk State University. ON THE CREATION OF CATALOGUE OF PORTRAITS MADE BY G. HIPPIUS FROM THE BOOK COLLECTION OF COUNTS STROGANOFFS. In the article the process of creation by the author the catalogue of the portraits executed by G. Hippus for a series «Contemporaries. Collection of lithographic portraits of government officials, writers and artists, nowadays in Russia living» is considered. Basic elements of the bibliographic description of pictorial and graphic works and stages of compiling the catalogue of portraits are designated. The attention to history of creation of the series «Contemporaries ...», as well as the biography of its author is paid.

Key words: Gustav Adolf Hippus, lithographic portraits, counts Stroganoff library, catalogues.

P. 87. *Korzhova Alyona I.* The Central Library of Tomsk's district. SCIENTIFIC LIBRARY OF TOMSK STATE UNIVERSITY AND DEVELOPMENT OF RUSSIAN HIGH SCHOOL LIBRARIES WITHIN TEMPUS TACIS PROJECTS. The article is devoted to development questions of High School Libraries of Siberia and the Far East within the work on Tempus Tacis projects. The article treats of the stages of work on these projects and changes which have occurred in organizational and administrative structures of Siberian and the Far East libraries. The changes in the planning and service processes are shown. Influence of the Western Library Science on the Russian Library Science are analyzed.

Key words: High School Libraries, Scientific Library of Tomsk State University, library science, history of libraries, library service, Tempus Tasis.

P. 91. *Kotenko Alexandra L., Mongush Alyona A., Vlaskina Anna G., Mamuilenko Olesia V., Yegoshina Julia V., Zhudko Natalya Y., Kartashova Ekaterina A., Korolev Vitaliy V., Sharkov Maxim A., Shestakova Irina A.* Tomsk State University. USE OF INFORMATION TECHNOLOGIES IN THE STUDY AND THE PRESERVATION OF CULTURAL HERITAGE (BASED ON MATERIALS OF THE SOUTHERN CEMETERY IN TOMSK).

The article summarizes the collective work of students of the Institute of Arts and Culture TSU, as described burial monuments in the South Cemetery Tomsk. Studying stages are described, methods and modern technologies of processing of the received information are characterised.

Key words: necropolis, burial monuments, protection of heritage, southern cemetery.

P. 96. *Mavshenko Eugenia V.* Tomsk State University. MUSEUM CELEBRATION IN HISTORICAL PERSPECTIVE AND SCIENTIFIC REFLECTION. This article attempts to describes museum celebration in historical perspective and scientific reflection. As a result, found that increasing the role of the museum celebration of the museum in the formation of new forms of festive culture and expanding the museum audience. The author offers classification of museum celebrations, their functions are revealed.

Key words: museum, museum holiday, cultural and educational work, the methods.

P. 102. *Medvedeva Ekaterina V.* Tomsk State University. THE SYSTEM OF STAFF DEVELOPMENT IN THE RESEARCH LIBRARY OF TOMSK STATE UNIVERSITY AT THE PRESENT STAGE. The article discusses the experience of training staff of the Scientific Library of Tomsk State University and the work particularities in this direction. Forms, types and levels of upgrade skills, which are used in the library nowadays, are analyzed.

Key words: professional development of librarians, System Training, training, Research Library.

P. 107. *Pashkevich Ekaterina A.* Tomsk State University. THE COLLECTION OF LITHOGRAPHED COPIES OF PORTRAITS OF THE MILITARY GALLERY OF THE WINTER PALACE FROM STROGANOFF COLLECTION OF BOOKS IN TOMSK STATE UNIVERSITY RESEARCH LIBRARY. The article is devoted to studying the collection of lithographed copies of portraits of Alexander I associates. The collection is a part of the Stroganoff Library kept in Tomsk State University Research Library. The history of creating and the manner of executed portraits for the Military Gallery of the Winter Palace and the collection of lithographed works created on its basis, are covered in the article. There are also examples of several portraits and biographies of the people drawn.

Key words: lithography, engraving, the Military Gallery of the Winter Palace, the Stroganoff library, Tomsk State University Research library.

P. 112. *Petrova Maria A.* Tomsk State University. ETCHINGS OF I.I. SHISHKIN IN THE SCIENTIFIC LIBRARY OF TOMSK STATE UNIVERSITY. The article is devoted to a collection «Etchings of Professor I.I. Shishkin» which is stored in fund of Scientific library of Tomsk State University. The author gives background of creation of this collection and a brief description of the etching technique. Features of an album and history of its emergence in library are analyzed. The collection is considered as a part of heritage of the great Russian painter which characterizes him as the talented etcher.

Key words: I.I. Shishkin, etchings in the Science Library of Tomsk State University, etchings of I.I. Shishkin

P. 116. *Rogoznikova Irina A.* Tomsk State University. HISTORY OF RUSSIAN COLLECTION UTENSILS IN TOMSK REGIONAL MUSEUM (TOKM). This article attempts to trace the history of the formation of a collection of Russian utensils in the Tomsk regional museum. The study identified the stages of collection, methods of acquisition and gatherers.

Key words: collection, utensils, a museum, the stages of formation.

P. 121. *Sitnikova Julia V.* Tomsk State University. ON THE HISTORY AND DEVELOPMENT PRICHULYMSKY, CHERDATSKY, TSYGANOVSKY RURAL LIBRARIES OF ZYRIANSKY DISTRICT OF TOMSK REGION This article contains information about the history of the formation, development of model villages of rural libraries Prichulymsky, Cherdatsky, Tsyganovsky of Ziryansky district of Tomsk region. The article also gives statistics on the collections of libraries and their readers, attendance in the year and the annual circulation.

Key words: the history of libraries, rural libraries, Tomsk region.

P. 125. *Tolkacheva Maria A.* Tomsk State University. METROPOLITAN MAKARY (NEVSKY): ENLIGHTENMENT ACTIVITY AND CONTRIBUTION IN DEVELOPMENT OF ORTHODOX LIBRARY SCIENCE. This article discusses the activities of Metropolitan Makary (Nevsky), aimed at educating residents of Tomsk diocese and its contribution to the development of an orthodox library. Article includes facts about the metropolitan, characterizes his work on the translation of books in the Altaic language, and, finally, his missionary labors. Particular attention is paid to the care of Metropolitan Makary (Nevsky) to educate children and adults, and the opening of the orthodox libraries in Tomsk.

Key words: Metropolitan Makary (Nevsky), orthodox library science, Tomsk.

P. 129. *Trofimova Tatiana A.* Tomsk State University. THE SCIENTIFIC DESCRIPTION OF MUSEUM OBJECTS AT THE NOVOSIBIRSK STATE REGIONAL MUSEUM. In this article the problem of scientific descriptions of museum objects at the Novosibirsk State museum. As a result, identified the main stages of accounting and scientific description of museum objects in the historical dynamics and scientific reflection.

Key words: museums, scientific description, accounting, museum.

P. 135. *Fadeeva Daria A.* Tomsk State University. OPPORTUNITIES TO WORK WITH CHILDREN AND TEENAGERS IN RURAL AND REGIONAL LIBRARIES (FOR EXAMPLE, THE DEPARTMENT FOR WORK WITH CHILDREN ZYRIANSKY CENTRALIZED LIBRARY SYSTEM (CLS). This article describes the activities of the Department to work with children Zyriansky centralized library system. Contains information about the history of the library Zyriansky district of Tomsk region, the library system at the present stage. Identifies the main directions work with children and adolescents. This article was written mainly by reports on the activities of libraries Zyriansky area.

Key words: Zyriansky CLS, rural libraries, environmental education, patriotic education, moral education.