

**SUMMARIES OF THE ARTICLES IN ENGLISH  
CULTUROLOGY, THE THEORY AND CULTURAL HISTORY**

P. 5. *Zagoskin Denis V.* Tomsk State University. THE CAPITALIZATION OF CULTURAL PRODUCTION. «THE TRAP OF THE MONOPOLY». Examines trend of capitalization of the system of cultural production through overcome the deficits of the socio-economic environment of this production through the formation of monopolistic organization in it. Discusses the resulting contradiction between the monopolistic organization of cultural production and the requirements of its necessary flexibility, which leads to self-destruction monopoly of the organization and of decapitalization of the production system in the sector of culture. Formulates the variants of an exit from the contradictions.

Key words: cultural production, the deficits of the socio-economic environment, a monopolistic organization, stakeholders.

P. 15. *Zakharova Juliana S.* Tomsk State University. THE ANALYSIS OF NATIONAL PECULIARITIES OF CULTURES: TO THE PROBLEM OF THE SYNTHESIS OF KEY WORDS THEORY AND CULTURAL DIMENSIONS THEORY. The article is devoted to the analysis of G. Hofstede's theory of cultural dimensions and A. Wiezbicka's theory of key words aiming to elaborate an integrated model of analyzing Russian and English lingvocultures. The analysis is carried out in terms of comparison of emotional characteristics representing values of masculine and feminine cultures: low/high norms of emotional stability and self-control, sympathy to the strong/ to the weak.

Key words: cultural dimension, key words, masculinity, femininity, language actualization.

P. 19. *Rezanova Zoey I.* Tomsk State University. SEMIOTIC REPRESENTATION OF NATIONAL CULTURAL IDENTITY IN THE CITY TEXT. In the article the ways of the semiotic representation of national cultural autonomies in the city text which is interpreted as the complex of messages expressed by the semiosphere of urban space – monuments, buildings, special topography, etc. are characterized. In the semiotic structures of Tomsk texts the ways of the cultural identification of representatives of different diasporas in correspondence to the urban identity, their reflection in the city text, discursive practices are elicited.

Key words: ethnocultural identity, city text, diaspora, Tomsk, semiotics.

**CULTURAL HERITAGE**

P. 27. *Nesterov Eugeniu A.* Tomsk State University. POSSIBILITY OF VARIOUS KINDS OF SCIENTIFIC-AUXILIARY MATERIAL IN THE DISCLOSURE OF INFORMATION POTENTIAL ARCHAEOLOGICAL OBJECTS. In order to ensure conditions of museum communication in the archaeological exposition of the Museum of archaeology and ethnography, Altai ASU there are different types of the scientific-auxiliary material, each of which performs its function: image reconstruction, reconstruction of natural, photos of, cartographic material, drawing and sweep, etc. Scientific-auxiliary material makes the information contained in the archeological objects, more accessible to the perception of museum visitors.

Key words: archaeological exposition, museum object, scientific-auxiliary material.

**THE ROLE OF LIBRARIES IN CULTURE IN HISTORY AND MODERN TIMES**

P. 35. *Goncharova Natalie V.* Research Library of the Tomsk State University. THE ENGRAVED PORTRAITS OF F. VENDRAMINI, DEDICATED TO THE 1812 PATRIOTIC WAR (FROM STROGANOV'S BOOK COLLECTION OF SCIENTIFIC LIBRARY OF TOMSK STATE UNIVERSITY). In the article there is observed series of portraits of the heroes of the 1812 Patriotic War published by F. Vendramini and based on the drawings of the French artist Louis de Saint Aubin from the graphic collection belonging to the hereditary library of the Stroganovs. Special attention is drawn to the history of creating the series, and to the biographies of both the painter and the engraver, and also to the emergence of the collection of portraits in the library of the Stroganovs. There is under-

taken the comparative analysis of the collection of drawings for the series, and of the printed engravings.

Key words: the library of the Stroganovs, engraved portraits, Francisko Vendramini, Louis de Saint Aubin, the Research Library of the Tomsk State University.

P. 44. *Dashevskaya Olga A.* Tomsk State University. STROGANOV'S LIBRARY AS THE EXPRESSION OF THE LITERARY CONSCIOUSNESS OF THE EPOCH: LITERARY WORKS BY GERMAN WRITERS OF THE END OF 18<sup>TH</sup> – FIRST HALF OF 19<sup>TH</sup> CENTURY. The article is devoted to the research of the Stroganovs' family library which is kept in the Scientific library of Tomsk State University. Its formation at the time of Grigori Alexandrovitch Stroganov (1793–1857) is considered as a model of literary reflection of the epoch change period: in the situation of transition from the normativism epoch to the epoch of romanticism and realism. Reading conception, the typology of publications and idiosyncrasy of publishing practices are analyzed on the basis of the books by Goethe and Schiller. There are two unique editions by M. Retzch in German in Stroganovs' library: "Fragments to the Schiller's "Song of the bell" drawn by M. Retzch" and "Fragments to the Goethe's "Faust" drawn by M. Retzch".

Key words: family library, literary consciousness of the epoch.

P. 55. *Zheravina O.A.* Tomsk State University. THE MADRID EDITION OF DON QUIXOTE OF 1780 FROM THE STROGANOFF BOOK COLLECTION OF THE SCIENTIFIC LIBRARY OF TOMSK STATE UNIVERSITY. In article one of the best editions of the famous novel of Cervantes, realized by Royal Academy of Spain in 1780 which copy is stored in Scientific library of Tomsk university is considered. The history of its creation as a masterpiece of the Spanish printing production of the Age of the Enlightenment reveals. Features of structure and decorating of this edition are analyzed, the role of outstanding Spanish publisher J. Ibarra in realization of the remarkable academic project is shown. The author mentions also a question of destiny of other rare editions of "Quixote" from Stroganoff library.

Key words: Ibarra publication of "Don Quixote", the Stroganoff library, the Scientific library of Tomsk State University.

P. 67. *Kolosova G.I.* Tomsk State University. RUSSIAN BOOKS OF XVIII CENTURY IN THE STROGANOV'S BOOK COLLECTION, WHICH IS KEPT IN SCIENTIFIC LIBRARY OF TOMSK STATE UNIVERSITY. A collection of Russian books from XVIII century, belonging to the Stroganov's library, the last owner of which was count G.A. Stroganov, is reviewed. A brief description of the books from this collection is given. The history and the sources of the reception of these books to the library are cited. The findings show that Russian part of Stroganov's library was formed in a non-random way. It is noted that a library as a peculiar object of a cultural heritage can be researched in the most complete way with the use of interdisciplinary approach. The results achieved in this work can serve as a part of such research.

Key words: G.A. Stroganov, Stroganov's library, Russian books of XVIII century.

P. 74. *Kuzoro Kristina A.* Tomsk State University. THE WORK OF RURAL LIBRARIES OF THE TOMSK REGION OF LOCAL STUDIES IN BEGINNING OF THE XXI CENTURY (FROM THE EXPERIENCE OF ACTIVITY OF LIBRARIES OF THE KARGASOKSKY, KRIVOSHEIN-SKY AND MOLCHANOVSKY DISTRICTS). The article is devoted to the activity of municipal libraries of Kargasoksky, Krivosheinsky and Molchanovsky districts of Tomsk region in local history. The content, forms and results of work of rural libraries in historical, literary and aesthetic study of local history is investigated. Are considered structure and features of acquisition of books for a library and the edition bibliographic and methodical literature.

Key words: local history, rural libraries, Tomsk region.

P. 83. *Lyapkova Anna A.* Tomsk State University. THE SUPPORT OF FAMILY READING AS DIRECTION OF WORK OF RURAL LIBRARIES (FROM THE EXPERIENCE OF ACTIVITY OF LIBRARIES OF THE KOZHEVNIKOVSKY DISTRICT OF THE TOMSK REGION IN 90<sup>TH</sup> OF THE XX CENTURY). This paper tells about the practice of development and support of family reading in rural libraries of the Kozhevnikovsky district of the Tomsk region in the 90th of the XX century, when the competition to reading was made, first of all, by television is considered. The problem of library service connected with falling of the importance of family reading reveals. Practical activities

of rural libraries of the Kozhevnikovsky district of the Tomsk region, directed on attraction to joint reading members of the family are characterized.

Key words: family reading, rural libraries, library service.

P. 88. *Masyaikina Eugenia A.* Tomsk State University. ACTIVITY OF TOMSK REGION LIBRARIES FOR FORMING READER'S ENVIRONMENTAL CULTURE (EXAMPLES ARE FROM VERKHNEKETSKY AND CHAINSKY DISTRICTS). This article focuses on environmental activities of municipal libraries of Verkhneketskyi and Chainsky districts of Tomsk region. The content, the form, and the features of the reader's environmental culture forming are investigated. We showed the composition and methods of disclosure of the contents and structure of the environmental literature fund. Also purposes and results of environmental activities of rural libraries are designated.

Key words: ecology, rural libraries, Tomsk region.