

## SUMMARIES OF THE ARTICLES IN ENGLISH

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

P. 5. *Zheravina Olga A.* Tomsk State University. **CARDINAL ALBORNOS AS THE FOUNDER OF THE SPANISH COLLEGE OF ST. CLEMENT IN BOLOGNA (TO STUDYING OF A SERIES OF PORTRAITS OF OUTSTANDING SPANIARDS FROM STROGANOV'S BOOK COLLECTION).** Article is devoted to the well-known historical figure of the XIV century, cardinal Albornos which portrait is represented in a series of portraits of outstanding Spaniards in a collection of graphic works of library of Stroganoff. The course of life, as well as activity Albornos on creation of the Spanish college in Bologna is considered.

Key words: Portraits of outstanding Spaniards, Cardinal Gil de Albornos, College of Spain in Bologna, Stroganov's library, Scientific library of Tomsk state university.

P. 14. *Masyaikina Eugenia A.* Tomsk State University. **READER'S INFORMATIONAL CULTURE FORMATION IN A RURAL LIBRARY (BY WORK EXPERIENCE OF LIBRARIES OF VERKHNEKETSKY, TEGUIDETSKY AND CHAINSKY DISTRICTS OF TOMSK REGION).** The article focuses on activities of municipal libraries of Verkhneketsky, Teguldetsky and Chainsky districts of Tomsk region. The content, the form and the peculiarities of readers' informational culture formation are investigated. The opportunities of library educational activities in the development sphere of children's and adolescent's informational literacy are considered. Purposes and results of rural libraries' work in readers' informational culture formation are designated.

Key words: informational culture, rural libraries, Tomsk region.

### MATERIALS OF THE ALL-RUSSIAN SCIENTIFIC-PRACTICAL CONFERENCE WITH THE INTERNATIONAL PARTICIPATION «CULTURE AS THE SUBJECT OF INTERDISCIPLINARY RESEARCHES»

P. 23. *Barnashova Elena V.* Tomsk State University. **VARIATIONS OF MIMESIS IN THE LITERATURE AND ART OF THE XIX CENTURY.** The heyday of realism in literature and art of the 19th century was prepared by the development of mimetic trends in the preceding epochs. The formation of the classical model of realism was accompanied by an intense search for ways of artistic reflection of life. Different interpretations in the understanding of the main aesthetic principle of «truth of life in the art» produced a variety of forms of mimesis. This experience proved to be productive for the further fate of realism, determined its flexibility and resilience in the struggle with modernism.

Key words: mimesis, realism, the artistic processes, XIX century.

P. 31. *Bleikher Oksana V.* Tomsk Polytechnic University. **LEXICAL IDEOLOGICAL GENRES IN A DISCOURSE OF MODERN RUSSIAN SCIENCE AND POWER.** The article is devoted to the problem of verbal ideological genre in discourse of science and government. Ideological speech genre was first considered as a tool for the formation of discursive space interactions of professional bureaucracy, scientific and educational community. Integration of socio-cultural and linguistic-cultural approach for the analysis of communication failures in the discursive space of power and science proposed.

Key words: power, science, the professional bureaucracy, ideological speech genre, integration, socio-cultural approach, linguistic-cultural approach.

P. 37. *Budenkova Valeria E., Saveleva Elena N.* Tomsk State University. **COMMUNICATIVE POTENTIAL OF LOCAL CULTURES IN THE CONDITIONS OF GLOBALIZATION: THE FORMULATION OF THE PROBLEM.** In this article problems of communicative potential of local cultures studying in the globalized world are considered. First of all, authors accent disagreements in understanding the globalizations connected with variety of research approaches to this phenomenon.

It is marked, that over studying globalization is dominated with political-economical aspect and it does not allow to estimate objectively its consequence in area of culture. Authors approve necessity of

the humanitarian approach, that opening a specific character of processes of globalization in space of culture, distinct from their economic and political topology. It supposed to use results of the analysis for the further development of effective ways of intercultural communications.

Key words: globalization, local culture, cultural identity, intercultural dialogue, communicative potential of culture.

P. 44. *Galkin Dmitry V.* Tomsk State University. FROM INSPIRATION OF MACHINES TO ARTIFICIAL LIFE: THE DEVELOPMENT STAGES OF THE TECHNOLOGICAL ART. The author analyzes the development of technological art in the twentieth-century, considering the stages of its formation from the early technological art to the art of the XXI century in the context of their own concept of techno-art hybridization. The aesthetic peculiarities of artistic forms at the intersection of art and technology, as well as the creativity of the brightest representatives of the aesthetic is discussing.

Key words: technological state of the art techno-art hybridization, digital art, hybrid art, a cybernetic art.

P. 52. *Kornienko Anna A.* Tomsk Polytechnic University. SPECIFIC OF THE KNOWLEDGE MANAGEMENT IN THE SMALL-SCALE BUSINESS. The author establishes an actuality of adoption of the knowledge management in the small-scale business and necessity of adaptation of the knowledge management methods to the small-scale business. The author offers the methods to detect the bearer of unique and useful knowledge, to define the difference of competences, to formalize knowledge. Simple instruments are given to evaluate a finance result of adoption of the knowledge management in the small-scale business.

Key words: knowledge management, small-scale business, competences, formalization, finance result.

P. 57. *Krivopalova Veronica A.* Tomsk State University. SYNTHETICAL CREATION OF BORIS TISHCHENKO ON THE EXAMPLE OF «TESTAMENT» FOR SOPRANO, HARP AND ORGAN ON VERSES N. ZABOLOTSKY. The article discusses the features of the musical form of the product B. Tishchenko «Testament» for soprano, harp and organ on verses N. Zabolotsky, considerate the relation of words and music, where the lead in importance got metrical and arioso principles vocalizations, and the manifestation of the genre and stylistic synthesis Boris Tishchenko work.

Key words: vary stanza, principles vocalizations, sound-depiction, neo-romantic trend.

P. 63. *Marác László.* Department of European Studies, Faculty of Humanities, University of Amsterdam. MULTILINGUAL AND COSMOPOLITAN ENCOUNTERS IN THE TRANSLEITHANIAN PART OF THE HABSBERG EMPIRE (1867–1918). The Transleithanian part, i.e. the Hungarian kingdom of the Austro-Hungarian Dual Monarchy recognized a multilingual language regime in which fourteen language were used. The Law on the Equality of the Nationalities XLIV/1868 guaranteed that all the nationality languages had a formal status, although Hungarian was implemented as the official language of the state. The introduction a transnational, cosmopolitan lingua francas, like German and Hungarian shaped the identity of nationality groups, especially of those who had enjoyed bi- or multilingual education. In order to understand what the role of these mediation elites, i.e. cosmopolitan nationalists were in the struggle for power in the Hungarian kingdom a flower figuration model provides more insight than a bipolar model that has been used in the traditional historiography of the region.

Key words: Transleithania, Austro-Hungarian Empire, multilingual language regime, flower figuration model, lingua francas, cosmopolitan encounters, cosmopolitan nationalists.

P. 69. *Mitchell Peter J., Zarubin, Alexei N.* University of Derby, UK, Anglo-Siberian Group. CHINGLISH: A CULTURAL PHENOMENON. The article examines the cultural phenomenon of Chinglish, a Pidgin English spoken by native speakers of Chinese. The article traces the history of its development and examines its main features, and also reveals the reasons for its emergence among Chinese who study English. Additionally, a comparison is made on the relationship of Chinglish to ethno-cultural qualities of Chinese peoples and English-speaking peoples. Conclusions are made as to the future development of Chinglish, and also its overall influence on China and Chinese people.

Key words: Chinglish, Pidgin English, Chinese language, cultural linguistics, cross-cultural communication.

P. 81. *Nayman Evgeny A.* Tomsk State University. FORMATION OF THE CONCEPT OF «LEARNING REGION» IN WESTERN SCIENCE. This article is devoted to the origin and development of the concept of «learning region» in modern western science and political practice. Formation of the concept of «learning region» is considered at the level of regional policy, empirical research and academic reflection. The paper analyzes the theoretical foundations of the concept of «learning region», its interdisciplinary and socio-cultural conditioning.

Key words: knowledge economy, learning region, regional policy, regional learning, institutes innovation.

P. 92. *Nikitina Uliya A.* Tomsk Polytechnic University. USING OF THE COEVOLUTIONARY-INNOVATIONARY PRINCIPLE IN THE SOCIAL DEVELOPMENT MANAGEMENT: MECHANISMS AND METHODOLOGY. The possibility of the creation the mechanisms providing the solution to the system crisis of the society is analyzed in the article. It is shown that the coevolutionary-innovationary principle is a basic methodological principle for the solution to evolution crises of social systems.

Key words: system crisis, adaptation, non-linearity, coevolutionary-innovationary principle.

P. 99. *Sokhan Irina V.* The National Research University Higher School of Economics (St. Petersburg). HOW TO RESEARCH THE GASTRONOMIC? TO THE QUESTION OF DEFINITIONS AND APPROACHES. The basic definitions of the food and the gastronomic culture, and the main methodological approaches to research of the gastronomic culture are analyzed in this article. The main approach for the analyze of the gastronomic culture and the food is the philosophical conceptualization which overcomes the narrowness of each separate disciplinary approach. So, the food and the gastronomic culture are studied from different points of view – historical, political, sociological, psychoanalytic, ethnographic, etc. Interdisciplinary approach to the analysis of gastronomic was developed in food studies.

Key words: food, gastronomic culture, food studies, gastronomic reflection, gastronomic regim.

P. 110. *Sycheva Svetlana G.* Tomsk Polytechnic University. V.I. IVANOV, A.F. LOSEV AND M.S. ALTMAN: THE TEACHER AND STUDENTS. The creative relations of one of the leaders of Russian symbolism (V.I. Ivanov) and his students (A. Losev, M. Altman) are investigated. There was an artistic and scientific communication: Ivanov made important advices to Losev accordingly his diploma work, Altman wrote the text of conversations with Ivanov in 1921 – 1922 years. The spiritual succession of generations of Russian scientists is shown: Losev wrote his “History of ancient aesthetics” under influence of Ivanov, Altman became well-known soviet philologist.

Key words: The Silver age, symbolism.

P. 116. *Cherepanova Maria V.* Tomsk Polytechnic University. THE FORMATION OF AXIOLOGICAL BASES OF SCIENTIFIC ACTIVITY IN RUSSIA

In the context of Social Epistemology is postulated relationship between national culture and the characteristics of the scientific ethos. Main factors that influenced the formation of attitudes of scientific activity in Russia are considered. As a prerequisite for rethinking the image of science in modern culture, along with the established international system of ethical regulation is considered Russian religious philosophy, which extends the concept of truth to the concept of the common good and to overcome the discrete scientific thinking.

Key words: scientific ethos, social epistemology, ethics of science.

P. 123. *Chubik Anna P.* Tomsk Polytechnic University. TOTALITY OF SOFT POWER («SOFT POWER») IN THE GLOBAL INFORMATION SPACE AS AN ANTHROPOLOGICAL STRATEGY OF THE MEDIA. The paper analyzes the problem of the objective reality presented in the mass media. It is opened the possibility of manipulation of information technology arsenal. We consider the media's ability to construct reality. The totality of the «soft power» («soft power») in the global information space is interpreted as an anthropological strategy of the media.

Key words: mass media, reality, globalization, power.

P. 129. *Chubik Maxim P.* Tomsk Polytechnic University. CONCEPTUALIZATION OF THE IDEA OF ECOLOGICAL MODERNIZATION AS A FOUNDATION OF HARMONIZATION OF THE SYSTEM «HUMAN-NATURE-SOCIETY». The article describes the background and founda-

tion of ecological modernization, allowing to keep the equilibrium state of the ecosphere and focused on the creation of production, fit perfectly into the natural biogeochemical cycles. Named ecological modernization is that the conceptual environment, which is being managed by the harmonization of relations in the «human-nature-society».

Key words: sustainable development, sustainable equilibrium, sustainability imperatives, human ecosystem, ecological crisis, environmentalism, ecosphere, co-evolutionary project.