

SUMMARIES OF THE ARTICLES IN ENGLISH

CULTUROLOGY, THE THEORY AND CULTURAL HISTORY

P. 5. *Yermolenkina Larisa I., Kostyashina Ekaterina A.* Tomsk State University. COMMUNICATIVE AND LINGUISTIC MECHANISMS OF ETHNIC AND CULTURAL IDENTITY IN THE DISCOURSE SPACE OF THE INTERNET. In this article describes the formation of ethnic and cultural identity in the communicative space of the Internet. Ethno-cultural identity is seen as a dynamic category. This category represent in the genres of administrative institutional discourse of the national communities and in genres of the private correspondence. The subject of research is the communicative and linguistic markers of national identity, which represent communicants of national groups of social network "In contact". In this text describes the specific model of verbal behavior of different ethnic community of Tomsk.

Key words: ethnic and cultural identity, communicative and language identifiers, the discourse of Internet communication.

P. 16. *Emer Yulia A.* Tomsk State University; *Gritsenko Liubov M.* Tomsk Polytechnic University. PRECEDENT TEXT: LIFE AND FATE. The article analyzes the precedent texts functioning in different communicative genres: information and genres of Internet communications. The analyzed material showed that the same precedent text can actualize opposite meanings, which is due to the discussed topic, author's position and purpose, the specifics of the genre. In this case the text content's value, while remaining unchanged, it may be reflective communicators, changing its interpretation.

Key words: precedent text, values, modeling the world, view of the world, Internet communication.

ART HISTORY

P. 25. *Liu Lian.* Kharkiv State Academy of Culture. CHINESE MODERN OPERA IN A CONTEXT OF INFLUENCE OF THE EUROPEAN TRADITIONS. Chinese modern opera evolved side by side with the history of China, and thus took a niche in the social life of the Chinese people. Many traditional musical genres gave basis for the formation of a new Chinese opera – a folk song, folk, folk instrumental music, etc. When two cultures inevitably a conflict of domination and this issue is of great interest in competent circles.

Key words: Chinese modern opera, culture clash, European tradition.

CULTURAL HERITAGE

P. 34. *Nesterov Evgeny A.* Tomsk State University. REGISTRATION AND STORAGE OF ARCHAEOLOGICAL OBJECTS IN THE LOCAL LORE AND HISTORICAL MUSEUMS OF ALTAI IN 1990 – 2000 YEARS

The article analyses the issues of registration and storage of archaeological treasures in the local lore and historical museums of Altai in 1990 – 2000 years. On the basis of studying the Museum documents identified stages of accounting archaeological materials and conditions of their storage. Marked by a similar and different features of accounting and storage of archaeological objects in the state, municipal and university museums in the Altai.

Key words: museum, the Altai, the archaeological collection.

THE ROLE OF LIBRARIES IN CULTURE IN HISTORY AND MODERN TIMES

P. 41. *Kuzoro Kristina A.* Tomsk State University. THE DIRECTIONS OF SOCIAL WORK OF RURAL LIBRARIES OF THE TOMSK REGION (EXAMPLES ARE FROM KARGASOKSKY, KRIVOSHEINSKY AND MOLCHANOVSKY DISTRICTS). The article is devoted studying to the experience of social work in municipal libraries of Kargasoksky, Krivosheinsky and Molchanovsky districts of Tomsk region. Such directions of work, as a supply with information of pensioners, dis-

abled persons, large families are considered; the organisation of their spare time, vocational guidance with youth, popularization of a healthy life-style are investigated.

Key words: social work, rural libraries, Tomsk region.

P. 46. *Medvedeva Ekaterina V.* Scientific Library of Tomsk State University. BIOGRAPHY IN THE CONTEXT OF REGIONAL LIBRARY SCIENCE RESEARCH. The article focuses on the biography of science discipline. The methods of biography, used in regional library science research, are characterized. The basic terms are defined, the basic elements, which are included in the biography science, are given.

Key words: biography, regional library science, scientific schools.

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

P. 50. *Galaganova Elena Z.* Kemerovo region Art college. COGNITIVE ASPECT OF TEACHING ART HISTORY. The article analyses psychological-pedagogical aspects of teaching art history in specialized college. Art history is considered as dominant in all-around vocational subjects. Some classification of technologies based on cognitive approach is given in the article.

Key words: thinking, reflection, art anticipation, cognitive culture, art history, essay.

P. 56. *Gritsay Lyudmila A.* Department of Psychology and Pedagogy, Correspondence Ryazan institute (branch) of Moscow State University of Culture and the Arts. FORMATION OF THE PARENTAL PLANTS OF A YOUNG PERSON UNDER THE INFLUENCE OF MEDIA CULTURE. In the article, the state of a present-day family is being analysed in the conditions of the crisis. The parental orientations of young people are considered, broadcast through mass media, and also ways of overcoming of crisis of family are considered by media culture means.

Key words: parental orientations of young people, media texts, media culture.

P. 62. *Zhdanova Elena S.* Tomsk State University. DIALECTICS OF RELIGIOUS, RATIONAL AND ARTISTIC UNDERSTANDING OF VL. SOLOV'EV. The idea of V.S. Solov'ev on the «revival» of religion and spirituality in the person of the early twentieth century; reflects the degree of interaction and the possibility of implementing the key modes of philosophy of unity – of Truth, Goodness, Beauty; analyzed a new level of interaction and rapprochement mind, beauty and faith, philosopher's ideas about the destiny of man, art and religion in the formation of a harmonious universe discusses in the article.

Key words: Vladimir Solov'ev, unity, faith, truth, beauty, synthesis.

P. 68. *Ivankina Lubov I., Latygovskaya Tatyana P.* Tomsk Polytechnic University. TOLERANCE AS THE BASIS OF CULTURE-ORIENTED MECHANISM OF ACHIEVING UNDERSTANDING AND AGREEMENT. A thesis was substantiated that tolerance in the capacity of the deterrent and inducement mechanism, can be recognized as one of the key cultural universals which has acquired the status of a social institution as a culture-oriented mechanism of accepting the diversity which implements the natural law «to each their own» based on the achievement of understanding and agreement.

Key words: tolerance, cultural tolerance, conventional behavior, social creativity, moral imperative.

P. 74. *Kornienko Ann A.* Tomsk Polytechnic University. THE EVOLUTION OF THE COGNITIVE PARADIGM OF SOCIOLOGY OF SCIENCE IN WESTERN PHILOSOPHY OF SCIENCE. The author researches the versions of socioconstructivistic approach to the analysis of science formed in the western philosophy of science. «Cognitive constructivism» is considered as a phenomenon. The role of the system approach designated for the situation, when the science is researched as a complex object.

Key words: cognitive sociology of science, context, constructivism, deconstructivism, criteria of scientific content, sociality in science, interpretation.

P. 80. *Petrenko Valeria V.* Tomsk State University. NIHILISM AS THE MODE OF INDIVIDUATION IN PHILOSOPHY AND CULTURE OF THE PRESENT TIME. The article is devoted to the research of the phenomenon of nihilism in the European philosophy and culture. As an example it was selected philosophical positions of F. Nietzsche and M. Heidegger. Also there were used the texts of G. Bataille. As a result of studying the author proposes the idea of distinction between two forms of ontology of subjectivity on the base of nihilism.

Key words: nihilism, F. Nietzsche, G. Bataille, ontology of subjectivity.

P. 86. *Chubik Maxim P.* Tomsk Polytechnic University. SUSTAINABLE DEVELOPMENT IN THE IMPERATIVES OF SUSTAINABILITY AS A VALUE PREFERENCES : THE CONCEPTUAL ASPECT. In the article the conceptualization of the term "sustainable development", a comparative analysis of "sustainable development" and "sustainable balance." "Sustainable development" is interpreted as the development of a stable, with a stability refers to the ability of the system to function in equilibrium, retaining its basic structure. Among the imperatives of sustainability as a system of value preferences included the imperatives of coherence, tolerance, collegiality, spirituality, global thinking, and integrative, anthropic, anti-utopian and environmental imperatives.

Key words: sustainable development, sustainable equilibrium, imperatives of the epoch, sustainability imperatives, value preferences, resources crisis, environmentalism.

P. 91. *Udina Vera I.* Orel State University. THE REGIONAL TEXT IN A CONTEXT OF ART CORRELATION. On an example of three well-known representatives of the Oryol culture of XIX century – I.S. Turgenev, A.A. Fet, V.S. Kalinnikov – is undertaken attempt to reveal the general elements of the regional art text realised on substantial – thematic, figurative-semiotics, art-style levels. Semantic parallels in treatment of an image of a garden as native house are defined, sound-musical criterias as the essential style characteristic of interspecific correlation of prose-poetry-music are allocated.

Key words: region, art parallels, semeiosis sphere, a cultural landscape, musical prospect.