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CULTUROLOGY, THE THEORY AND CULTURAL HISTORY

Gluhova Ekaterina A. Tomsk State University. THE SPECIFICS OF THE NARRATIVE AND VISUAL FILM LANGUAGE IN CONTEMPORARY GERMAN CINEMA. This paper addresses the problem of preservation of national and cultural identity in a homogenization of culture and cultural differences. As an example of preservation of national uniqueness serves contemporary German cinema and the works of individual directors. The author attempts to define the continuity between the directors relating to the field of "New German Cinema" (70–80-ies.), and the directors of our time. To identify the key features of the association "Berlin School" as the main center of modern cinematic life in Germany is also an important task of this article.

Key words: German cinema, film language, identity, "New German Cinema", Americanization, "Berlin School".

Gritsay Lyudmila A. Correspondence Ryazan institute (branch) of the Moscow State University of Culture and the Arts. TOPIC OF SPACE EXPLORATION IN THE SOVIET AND AMERICAN CULTURES A GLOBAL MEDIA TEXT. In this paper an example of space development in 1950-90's. discusses the features of the mentality of U.S. citizens and the Soviet people as representatives of different national traditions. We study the main features of the ideas of "the exploration of outer space" in the American and Soviet film into those years. The phenomenon of "building a paradise", which is characteristic for the Russian tradition, as well as the transfer of this phenomenon on the topic of human exploration of the universe. We draw parallels with the understanding of the theme of space exploration in the American culture. It is proposed primary analysis of this topic in the mental space of the Soviet Union and the United States, based on which the conclusion of the two different models of understanding of human behavior in the world of men in these two ethnic groups.

Key words: outer space exploration, the U.S., the USSR, the mentality, the messages, the dichotomy between "your" - "foreign".

Zakharova Evgenia V. Tomsk State University. HAPPENING, ENVIRONMENT, PERFORMANCE – THE FORMATION OF A NEW CONCEPT OF ART FROM THE SECOND HALF OF THE XX CENTURY. The article presents an analysis of artistic practices that formed in the visual arts in the second half of the XX century, to demonstrate their influence on the formation of non-classical aesthetics. For this, the author focuses on the specifics of certain art practices that help demonstrate their contribution to the development of post-classical aesthetics. The analysis is made in terms of works of famous artists of the second half of the XX century, which tried to approve new forms of representation of the artistic design (A. Kaprow, John Cage, J. Klein, J. Boyce, Dzsh.Sigal, E. Kienholz, J. Kounellis).

Key words: postmodernism, non-classical aesthetics, happenings, performance, environment.

Nikitin Anton P. Katanov Khakass State University (Abakan). THE VALUE OF MONEY IN THE PROCESSES OF GLOBALIZATION AND FRAGMENTATION. The influence of changes of monetary forms on a ratio of globalization and fragmentational tendencies in development of the world community is considered in the article. In it value of money at different stages of sociocultural modernization is explicated: in traditional, industrial and post-industrial society. The author considers that the role of money in processes of globalization and fragmentation depends on operating conditions of a monetary exchange at these stages.

Key words: money, globalization, fragmentation, traditional society, industrial society, post-industrial society.

Serebryakova Elena G. Voronezh State University. THE STANDARD MODEL OF THE BEHAVIOR OF THE «SIXTIES». The author studies the representation of the «sixties» about the standard norms of behavior in the social and everyday practice. The subject of his research is E. Schwartz's, A. Tvardovsky's diaries and R. Orlova, L. Kopelev's, L. Chukovskaya's and Yu. Orlov's memoirs. The author claims the normative behavior of the «sixties» was based on the humanistic moral principles. The younger generation of the Soviet liberal intelligentsia accentuates the ideas of civic responsibility and social activity.

Key words: sixties, liberal Soviet intelligentsia, standard model of the behavior.

ART HISTORY

Pukhlianko Maria E. Tchaikovsky National Music Academy of Ukraine (Kiev). ACTUAL PROBLEMS OF FUNCTIONING OF MUSICAL COMPETITIONS IN MODERN CULTURAL SPACE. In article some problem aspects of refereeing at the system of performing musical competitions are considered. Necessity and the perspective directions of their development are designated.

Key words: competition, socio cultural phenomenon, jury, competition of a name of P. I. Tchaikovsky, criteria of estimation of the performer.

CULTURAL HERITAGE

Zagoskin Denis V. Tomsk State University, *Pek Yulia V.* Pur District Local History Museum
Tishchuk Olga V. Pur District Local History Museum. «HELP ME TO BE»: THE POSSIBLE SCENARIO-BASED APPROACH TO THE DEVELOPMENT OF MULTI-MEDIA MUSEUM-GAME QUEST ON THE HISTORY OF THE MUNICIPALITY

The article refers to the possible approaches to the creation of the museum computer game scenario, which provides knowledge of the museum audience (children and youth) with the history of the municipality. The necessity of choice as an approach to the creation of such a strategy game mythologizing of the image of the municipality and its constituent elements

Key words: museum, museum audioriya, museum computer game, the history of the municipality, the mythologizing.

THE ROLE OF LIBRARIES IN CULTURE IN HISTORY AND MODERN TIMES

Korzhova Alyona I. Tomsk Regional Universal Scientific Library named after A.S. Pushkin. VIRTUAL LOCAL HISTORY RESOURCES OF LIBRARIES AS SOURCE BASE FOR HISTORICAL RESEARCH OF LIBRARY (THE MATERIALS ON THE WEBSITES MUNICIPAL TOMSK REGION'S LIBRARIES). This article is about Tomsk's rural libraries' websites. There are analyzed as sources for historical research of Tomsk's rural libraries. It's showing different types of presentation historical information about libraries on their websites. The article shows that the information about the history of libraries may be contained in various sections of websites, examples of which are given in this paper. The author presents the problems which associated with the use of virtual resources about local history of Tomsk region's rural libraries which at the web sites as sources of historical information about the Tomsk region's rural libraries.

Key words: rural libraries, websites of rural libraries, libraries of Tomsk region, a history of libraries, source.

Lyapkova Anna A. Tomsk State University. THE EVOLUTION OF FORMS OF MASS AND GROUP SERVICES IN THE RURAL LIBRARIES IN XX – THE FIRST DECADES XXI CENTURIES (ON THE EXAMPLE OF THE LIBRARIES OF KOZHEVNIKOVSKY DISTRICT OF TOMSK REGION). The paper considers the forms of mass and group services for rural libraries of Kozhevnikovsky district of Tomsk region and their modification under the influence of various factors on over XX - the first decades XXI centuries. Analyzed the target audience, species and thematic of activities. Forms of mass and group services and the action's topics reflect the interests and needs of society. So analyzes the factors affecting the change in the form of mass and group work with readers.

Key words: rural libraries, the mass library services, group library services, work with readers.

Masyaykina Eugenia A., Uskova Daria A. Tomsk State University. RURAL LIBRARIES' ACTIVITIES OF FORMING READER'S INFORMATIONAL COMPETENCE (FROM THE EXPERIENCES OF LIBRARIES IN CHAINSKY DISTRICT OF TOMSK REGION)

The article is devoted to the activities of rural libraries in Chainsky district of Tomsk region of forming the information competence of readers. The current state of Chainsky Central Library System is provided, the main user groups are shown. The most effective forms and methods of work in the development of information competence of the rural population are characterized. The tasks of purpose-oriented training programs in the field of information competence are identified, the examples of their implementation are shown. The results of rural libraries in forming the information competence are determined.

Key words: information competence, personal information culture, rural libraries, Tomsk region, Chainsky district.

**MATERIALS OF THE INTERNATIONAL SCIENTIFIC CONFERENCE
«CHOPIN IN WORLD CULTURE»
(MAY, 18 TH 2013)**

Bulgakova Lyudmila V. Tomsk State University. THE PHENOMENON OF FREDERIC CHOPIN'S MUSIC IN THE INTEGRATION OF MUSICAL CULTURES

The paper considers the process of integration of musical cultures into the genre of piano performance on the example of Chopin's heritage. Special attention is paid to the definition of music as a kind of art, to the forms of a musical composition, as well as to its interaction with and migration into other historical, geographical and national locations through the performance interpretation of the musical composition and transmission of the note music text in the acoustic space.

Key words: culture, art, integration, musical composition, note music text, performance interpretation.

Wrona Mariusz. The Fryderyk Chopin Institute, Poland, Warsaw. ON THE THRESHOLD OF ANOTHER GREAT ANNIVERSARY. THE FRYDERYK CHOPIN INSTITUTE'S LIBRARY COLLECTION. The activities of cultural institutions are informed by anniversaries determined by the calendar of their patrons' lives. Such is the case with the Fryderyk Chopin Institute in Warsaw. Its fundamental objectives include cultivating the memory of Fryderyk Chopin, carrying out research aimed at expanding our knowledge of his person and his work, popularising his music, and seeking, gathering, securing and making available objects connected with him. The collection held in the Institute Library, together with the treasures of Polish national heritage assembled in the composer's museum, is the largest Chopin collection in the world, reflecting the current state of research in the field of Chopin studies and providing access to an exhaustive Chopin bibliography and discography, source materials and a whole range of scholarly information.

Key words: Chopin Information Centre, Chopin-Caleidoscope, Chopin-Sampler, mUltimate Chopin.

Dolgikh Nikolay A., Zavyalova Tatyana A. Tomsk State University. PLASTICS OF SOUND. ABOUT THE STUDENT'S POSTERS DEVOTED TO SEVEN POPULAR MUSICAL COMPOSITIONS BY F. CHOPIN

The article presents the results of experimental tasks performed by students-designers in the study of course "Typography". The influence of integration of different kinds of art within art education on the formation of creative imagination, creative thinking of students, of synesthesia is considered trying to transfer music eminent classics of world culture via graphical tools. The student's posters devoted to seven popular musical compositions by F. Chopin are discussed.

Key words: composition, imaginative thinking, rhythm, plastics, abstract image, typography.

Zheravina Olga A. Tomsk State University. TO STUDYING OF MATERIALS ABOUT F. CHOPIN IN STROGANOV'S BOOK COLLECTION OF TOMSK STATE UNIVERSITY SCIENTIFIC LIBRARY. Universal character of Stroganovs library is considered on the example of the concrete problem reflected in the well-known book collection. A number of editions of this collection connected with a subject of life and work of F. Chopin is investigated. Famous London illustrated weekly is studied also on the subject of its informational content on a considered question.

Key words: Stroganov's library, Scientific library of Tomsk state university, F.Chopin and G.Sand.

Krivopalova Veronika A. Tomsk State University. DIATONIC IN THE MAZURKA BY CHOPIN. The article discusses the role of the genre mazurkas in the composer, the features of the use of diatonic harmonies in his mazurkas by Chopin, the influence of Chopin at developing folklorism in the XIX century and neofolklorizma in the first half of the XX century.

Key words: diatonic, folklorism, neofolklorizm.

Maksimov Vitaly V. Tomsk State University. TRADITIONS OF EXECUTION OF MUSIC OF F. CHOPIN. Article pursues the aims to show how lived and traditions of execution of music of F. Chopin developed, to note the contribution in world «choniada» outstanding pianists. In article the main contradictions, errors, erroneous representations of some executors chopin's music as conse-

quence of influence of that aesthetics, or other epoch, and also because of discrepancy of creative individualities with «Chopin's world» are displayed.

Key words: F. Chopin, traditions, epoch, interpretation.

Andrzej Pettyn. Milanuvek. Poland. «WHERE YOUR TREASURE IS, THERE WILL YOUR HEART». This is the story of saving the urn with the heart of Frederic Chopin - Poland's national relics. Chopin died in France, and understood the impossibility to find eternal rest at Motherland. He bequeathed to his sister to return his heart in Poland and bury in the one of the Warsaw's churches, what has been done in the Church of the Holy Cross. During the Warsaw rebellion in 1944 urn from the destroyed church falls into the hands of the Nazis, who organize a ceremony of transfer the relics to the Polish side, to show themselves to the world in a more favorable light. To transfer the urn was selected Archbishop of Warsaw Anthony Shlagovski, who was exiled by the Nazis in Milanuvek – a little town near Warsaw. Here from 09.09.1944 to 17.10.1945 the relics was kept in the archbishop's residence – the parish of St. Hedwig. 17.10.1945 among the ruins of the liberated Warsaw Chopin's heart was solemnly returned to the former place of eternal resting place.

Keywords: urn with the heart of Frederic Chopin; Church of the Holy Cross in Warsaw; Church of St. Hedwig in Milanuvek; Archbishop Anthony Shlagovski.

Prikhodovaskaja Ekaterina A. Tomsk State University. MINIATURE AS A BASIS OF MORPHOGENESIS IN F. CHOPIN'S WORKS. In the article the miniature is viewed as a perspective morphogenetic trend for young composers which incarnated in F.Chopin's works where emancipation of miniature takes place. It is highlighted that miniature plays a special role in Chopin's creative activity, there it can be observed not only as a form, but also as a genre. It correlates with three morphogenetic principles suggested in the article, the main of them being expositiveness.

Key words: emancipation of miniature, morphogenesis, expositiveness, principle, prospectivity.

Suzdalskaya Lyidmila V. Tomsk, Tomsk Center of Polish culture «Polish House». HISTORY OF CREATION AND DEVELOPMENT OF FREDERICK CHOPIN COMPETITION-FESTIVAL OF POLISH MUSIC «THE PRELUDE». The short history of creation and formation of young musicians' Competition-Festival promoting popularization of the great Polish composer works, as well as development of mastery of youth are considered. Dynamics of improvement of the organization and the content of competitive process, achievements of winners, and also reflection of competitive subject in local periodicals are shown.

Key words: Frederick Chopin, Frederick Chopin Competition – Festival, Tomsk Center of Polish culture «Polish House».

Tashtamirova Lilia Sh. Tyumen State Academy of Culture, Arts and Social Technologies. BIOGRAPHY OF CHOPIN IN THE CINEMATIC ARTS

The paper analyzes the feature and documentary films about the biography of Chopin: "The desire of love" live-action film, directed by Jerzy Antczak (2002, Poland), "Traces of Chopin" (2007, France), directed by Allen Dualt, Valerie Esposito, documentaries: "Warsaw Chopin", "The Art of Chopin" (aired on the channel "Culture 01.03.2010). Contemporary screen culture is a collection of myths that are created under the laws of the mass consciousness. Cinematography, like the myth focuses on imitation of reference samples by manipulating values, creating the illusion of reality, new myths that are born screen makes up for the limited human capabilities. The figure of Chopin, his creativity and music create a special myth in the public mind, which acquires additional details and nuances dictated by the political situation in the country. Biography of the composer transformed depending on the movie genre and creativity of filmmakers.

Key words: Biography of Chopin, the myths in the public mind, the experience in the interpretation of the intellectual history of the cinema.

Fileva Krasimira G. Academy of Music, Dance and Fine Arts (Bulgaria, Plovdiv). CHOPIN WORKS IN BULGARIAN JUNIOR HIGH SCHOOL. In the article it is considered the mode of presenting Chopin works in the music lessons in Bulgarian junior high school.

Key words: music, junior high school, Chopin.

Zhang Chunjiazi. Nizhniy Novgorod State Glinka Conservatoire (academy). CHOPIN BALLADE NO. 4 IN FU TSONG'S INTERPRETATION

This article deals with the analysis of Chopin Ballade no.4 interpretations by three outstanding pianists of the twentieth century: Fu Tsong, A. Rubinstein and K.Zimmermann. Comparing

European and Chinese versions, the author determines the originality and freshness of the reading of the music of Chopin by Fu Tsong, which results from a fruitful cross-fertilization between Chinese and European culture.

Key words: Chinese pianism, Fu Tsong, Ballad № 4 Chopin interpretation.

**SPIRITUALLY-MORAL BASES OF MODERN CULTURE: MATERIALS OF XXIII DAYS OF SLAVIC WRITING AND THE CULTURE, DEVOTED TO THE 1150 ANNIVERSARY OF CREATION OF THE SLAVIC ALPHABET
(on MAY, 15-24TH, 2013)**

Abramov Sergey I. General pedagogy Department of Saint Tikhon's Orthodox University of Humanities. ANTHROPOLOGICAL CONCEPT OF «INTERIOR WORD» IN THE CONTEXT OF THE MISSIONARY-PEDAGOGICAL ACTIVITY OF SAINTS CYRIL AND METHIDIUS

In article approach questions of the anthropological approach to the definition of the concepts of «internal word» in the context of the missionary-pedagogical activity of saints Cyril and Methidius. The changes taking place in the history of the formation of educational approaches in Russia. And the value of spiritually-moral education in the unity of the Russian people.

Key words: «the interior word», «external word», missionary-pedagogical activity, conciliarity, national idea.

Avanesov Sergey S. Tomsk State Pedagogical University. SACRED ARCHITECTURE AS A MEANS OF VISUAL COMMUNICATION. The article describes the semiotic function of sacred architecture. Sacred building (temple) is a specific visual-semiotic unit, retaining basic religious and cultural content. The concept of "sacred space" that is carried from the temple to the city, translates local historical meanings and associated with these visual markers on a habitable environment in general. The methods architectural design of the sacred topos in our culture, for example, the most important sacred buildings are studied in this article. Identified three paradigm of semiotic transfer of sacred values: moving ideas, the transfer of the image and copying. The symbolic transfer of sacred meanings embodied by architectural means and forming a special communicative cultural environment, often accompanied by attempts to direct copy of the initial samples. The most well-known and studied case of such "reproduction" of the historical prototype is the creation of the New Jerusalem Monastery near Moscow. Two culturally significant ideas were expressed in this project: visual separation of the holy city (monastery) from the earthly city (political capital), the transfer of the holy place by its direct copying.

Key words: architecture, religion, culture, semiotic transfer.

Babich Vladimir V. Tomsk State Pedagogical University. ICON AS EXPRESSION OF TRANSCENDENTAL REALITY OF THE PERSON: ANTHROPOLOGICAL ASPECT

The icon (image) theory, which came into existence during the establishment of the Christian culture is under consideration. Basing on the differentiation between the ontological categories "personality", "essence" and "energy" in the Christian discourse, the image theory is presented as a possible universal ontological model, which allows to analyse the transcendental reality of a person in the modern anthropological discourse. The analysis of some consequences, this anthropological installation, expressed in the field of culture and art is submitted.

Key words: person, essence, energy, personalism, icon, anthropology, phenomenology, Christian culture.

Bojko Vladimir P. Tomsk State University of Architecture and Building. ROLE OF THE ORTHODOX FAITH IN DEVELOPMENT AND ECONOMIC OF SIBERIA XVII – EARLY XXth CENTURIES. The article is devoted to the history the economic development of Siberia in the pre-revolutionary period, and based on the analysis of various social groups. They are the Cossacks, peasants, nobles and officials, merchants and commoners (intelligent people of various ranks, not noble origin). Here is characterized the main features of the mentality of these classes and the official orthodoxy influence on them. In this paper, we can see some conclusions about the various features of the socio-psychological structure and the lack of common interests, which led finally to a social catastrophe.

Key words: history of Siberia, the Orthodox faith, mentality.

Bulgakova Olga V. Institution of the Russian Academy of Sciences Tomsk Scientific Center, Siberian Branch, Russian Academy of Sciences. **ROLE OF MERCHANTS AND CHARITY** This article discusses the charity of Tomsk merchants, describes their significant contribution to the development of Tomsk. In pre-revolutionary Russia the merchantry was a part of the national view of the world, it was one of the classes that had a significant influence on the economic, social and cultural life. Charity and philanthropy were the prerogative of the wealthiest strata of society who could afford to spend significant means in order to address pressing social problems, to promote educational projects and to support the arts. It is in the second half of the 19th - the pre-revolutionary years of the 20th centuries that the traditions of merchants, charity and philanthropy took shape.

Key words: history of Tomsk, merchants, charity.

Divnogortseva Svetlana Yi. The Saint-Tikhon Orthodox University (Moscow). **THE FIRST BOOKS OF ANCIENT RUSSIA AND THEIR ROLE IN RELIGIOUS AND MORAL FORMATION OF THE RUSSIAN SOCIETY.** Development of spiritual and moral culture of the personality is the most important problem of society. The task of religious and moral education of the person was set in Ancient Russia with Christianity acceptance. The major role in its decision was played by sacred books and domestic church literature. Article is devoted to a problem of assignment of the book and its relay in religious and moral formation of the Russian society. The purpose of this article – to pay attention of readers to the literature as factor of formation of culture of society.

Key words: spiritual culture of the personality, religious and moral education, ancient Russian literature.

Kostyukov Tatyana A. Tomsk State University, *Shaposhnikova Tatyana D.* Institut of the theory and stories of education (Moscow). **RESOURCES OF SPIRITUAL EDUCATION IN PRACTICE OF EDUCATION.** Introduction of a new subject «Bases of Religious Cultures and Secular Ethics» has caused sharp discussion – from the aversion connected with threat clericalism, before full approval. Authors give reason, why the course to the full possesses considerable educational and educational potential and, along with transfer of certain knowledge, formations of abilities, skills and competences, is capable to provide realisation of problems of spiritually-moral education of rising generations of the Russian citizens and their socialisation.

Key words: spiritual and moral culture, polycultural competence, education, education.

Kuzoro Kristina A. Tomsk State University. **«THE LIBRARIAN HE WAS IDEAL»: THE HISTORIAN OF RUSSIAN ORTHODOX CHURCH A.V. GORSKII AS THE LIBRARIAN**

The article is devoted studying of work of noted scientist church historian Alexander Vasil'evich Gorskii (1812–1875) as the employee of Library of the Moscow Theological Academy. On the basis of A.V. Gorskii and its contemporaries memoirs activity of the historian on acquisition of books and preservation of fund of library, its educational work with students of academy, the relation to a trade of the librarian is considered.

Key words: A.V. Gorskii, Library of the Moscow Theological Academy, church historical science.

Kuleshova Elena A. Tomsk State University of Architecture and Building. **RELIGIOUS AND MORAL DIMENSIONS OF A MERCHANT'S FIGURE PRESENTED BY SIBERIAN WRITERS.** The paper deals with fictions of Siberian writers from the viewpoint of religious and moral depiction of a Siberian merchant. The aim of this paper is to trace features of depicting Siberian merchants in the literature in terms of their religious and moral traits; find out reasons of this very depiction; compare it with a historically developed stereotype; and identify a degree of historical objectivity of writers. The author does not claim to the inclusive description of the problem but presents the main tendencies in creation of a religious and moral figure of Siberian merchant.

Key words: The Siberian merchant, fiction.

Lankin Vadim G. Tomsk Polytechnic University.

THE VALUE OF A KNOWLEDGE IN THE CHURCH TRADITION AND IN THE SECULAR CULTURE: ASPECTS OF COORDINATION.

In the issue the problems of a value of a knowledge is brought up. And first of all it means the value of science knowledge, as it is understood by modern secular culture, at one hand, and by orthodox tradition, at other hand. We pay attention upon serious contradictions in the understanding the role and the significance of rational knowledge of world, which take place

between the culture based on science as a leading form of comprehension of being, at one hand, and the Christian faith, at other hand – contradictions, which go from Middle ages discussion about a truth of reason and a truth of faith. We show the examples of interaction between a religious faith and a knowledge about the world, which take place in different epochs. We propose to resolve these contradictions on the base of idea of structure-phenomenology complementarity of different ways of consciousness of being.

Key words: faith and reason, knowledge, science, ways of consciousness, discourse of first cause, truth, logic modalities.

Lankina Elena.E., Tomsk State Pedagogical University, *Lankin Vadim.G.* Tomsk Polytechnic University. THE ORTHODOX SPIRITUAL TRADITION TODAY: RE-ESTABLISHMENT SIDES. Orthodox spiritual tradition re-establishment phenomenon in 21-th century is considered in this issue. In this connection the tradition is understood as a factor of stability and identity of spiritual type of culture. The following sides of cultural samples renaissance are observed, such as ancient melodies, folk church singing tradition, folk pedagogic, etc. The contemporary phenomena of orthodox embroidery exhibitions, folk handicraft orthodox, museum pedagogic and new creative processes in a child education are analyzed.

Key words: spiritual tradition, Orthodox church art, folk singing, folk pedagogic, embroidery, handicrafts.

Melentyev Denis S. Tomsk State University. NEW MEANINGS OF ANCIENT TRADITIONS OF EKPHRASIS IN OLD-RUSSIAN LITERATURE

Christian world view, which became the basement of medieval literature, brought a new type of ekphrasis - interpretative (or, in other terms, religious) instead of ancient descriptive one. The article is devoted to the sources and ideological assumptions of the new type of the above-mentioned art device on the examples of early-Christian and old-Russian literature works. As a result of their analysis basic features of interpretative type of ekphrasis are given.

Key words: ekphrasis, classification of ekphrasis, old-Russian literature, Christian world view.

Metlik Igor V., Laboratory of valuable and world outlook and spiritual and moral bases of education of FGNU «Family and Education Institute» of the Russian Academy of Education, doctor of pedagogical sciences (Moscow). INTERACTION OF THE MAIN SOCIAL INSTITUTES IN SPIRITUAL AND MORAL EDUCATION OF CHILDREN IN SYSTEM OF THE GENERAL EDUCATION. In article the problem of interaction of the main social institutes in spiritual and moral education of children in system of the general formation of the Russian Federation is considered. Insufficient functionality of interaction of the main social institutes owing to the remaining social deformations which have developed during the previous historical period is noted. Situation that restoration and development of spiritual and moral education of children in system of the general education is directly connected with functioning in a mode of social partnership of an education system (school), the state (authorities), families, churches (the traditional religious organizations) is proved.

Key words: social institute, the main social institutes, education, spiritual and moral education, the general education, spiritual and moral education in system of the general education.

Ostapenko Andrey A. Kuban State University and Ekaterinodar theological seminary. ECCLESIASTICAL-MORAL OR ECCLESIASTICAL AND MORAL? The subject of this article is the question of basic distinction between the concepts "ecclesiastical education" and "moral education". There was an attempt to distinguish the concepts: "education behaviour" and "education thoughts".

Key words: moral, morals, spirituality, moral education, ecclesiastical education, education of acts, education of thoughts, synergy.

Petrova Galina I., Tomsk State University (Tomsk, Russia). PHILOSOPHICAL GROUNDS OF HIGH SPIRITS OF CLASSICAL UNIVERSITY. The article argues the position about high spirits of modern classical university what is connected with philosophy and with its studies about the truth. Philosophical grounds of the studies about the truth are found in the philosophy of Ancient Greece. Its foundation there is the definition of the truth what give a position of morals and justice to a human. This position is "arête" and this truth is "aleteia". The unity of intellect and morals there is tradition of university high spirits.

Key word: high spirits, philosophy of Ancient Greece, studies about the truth, "arête", "aleteia".

Romm Tatyana A. Institute of history, humanitarian and social education at the Novosibirsk State Pedagogical University. SOCIAL UPBRINGING: TRADITION OF DOMESTIC PEDAGOGICS. The article presents the civilizational grounds pedagogical analysis of social upbringing in domestic pedagogics; shows trend the theory of social upbringing taking into account changes sociocultural conditions in the XX century.

Key words: social upbringing, civilizational special peculiarities, social pedagogy.

Sazonova Natalia I. Tomsk State Pedagogical University.

The article is devoted to problems of studying of the orthodox liturgical text as historical source. Questions of a role and a place of the liturgical text in religious consciousness, features of interaction of the text with the cultural environment, problems of interference of the text and culture are considered. The conclusion about dynamical and difficult interaction of the liturgical text and culture becomes, specificity of information potential of the orthodox liturgical text as historical source and aspects of the culture, reflected the liturgical text comes to light.

Key words: Orthodoxy, the liturgical text, religious consciousness, religious aspect, heteronomy, religious axiology, liturgical reform of Patriarch Nikon.

Shchavinskaya Luidmila B. Tomsk State University of Architecture and Building. TEACHING TO CONSTRUCTION CRAFT IN TOMSK PROVINCE IN SECOND HALF OF THE XIXth – EARLY XXth CENTURIES. The paper describes the possibility of getting construction education at different levels in the country at the second half of the 19th - early 20th centuries. There was not enough only the activity of architects and engineers, the graduates of higher technical education for the development of the industrial potential of the country. In addition to the «good managers», there was a great need for specialists and supervisors to build commercial and industrial buildings, homes, churches and various concessions and etc.

Key words: construction education, vocational training, the foreman, Tomsk province.

Scherbinin Alexey I. Tomsk State University. The «IMPERIAL UNIVERSITY» PROJECT

The article investigates the question of traditions and symbols usage of the oldest university as a resource for its modern development and successful competitiveness. The author shows the role of Siberia's first and the last in Russian history Tomsk Imperial University. Special attention is paid to the use of the "Imperial University" brand in solution of today's tasks of the universities and the region. The research of prerequisites of two Tomsk universities entry the list of 15 Russian universities that will compete for the right to enter the TOP of the world leading universities makes this work actual and practice oriented.

Key words: university, tradition, culture, symbols.

Scherbinina Nina G. Tomsk State University. THE VISUAL PHENOMENON IN THE POLITICAL REPRESENTATION. The article deals with the content and correlation between such concepts as "symbolic representation", "cultural tradition" and "the image of academical Tomsk". Based on the analysis of these concepts the author makes a logical transition to the representative identification of symbolically constructed virtual reality "Tomsk" in the time frame of tradition / innovation. As a consequence the author comes to the conclusion about symbolic representation of Tomsk image as an element of constituted cultural memory.

Key words: visual political representation, visual image, technical image, political photographic universe, optical political regime, observers' political subculture, the first and the second level observation.

Elentuh Ilya P. Tomsk State University of Architecture and Building. THE PROBLEM OF DEFINABILITY OF PERSONALITY AND INDIVIDUAL EXISTENCE OF MAN IN CHRISTIAN ANTHROPOLOGY V.N. LOSSKY. The article analyzes the notion of personality elaborated in the works of the outstanding Christian Theologian V.N. Lossky. The principles of Christian doctrine about personality defined by Lossky and used in his theory of personality are revealed. This author puts forward a well-reasoned thesis about the absence of the substantial foundation of human personality. Developing this thesis he proves the indefinability of the notion of personality. This problem can

be solved with a philosophical approach suggested in the article. This approach is based on a holistic anthropological concept of man which integrated individual, personality and individuality of man.

Key words: personality and nature, essence and hypostasis, subject of vital activity, subject of relationships, problem of definability, holistic concept of the nature of man.