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## Summary

## HISTORICAL SCIENCE

V. V. Germizeeva

**Activity of local authority in Western Siberia (1914 – February 1917)**

In the article on the base archive material the activity of local authority in West Siberia during World War I is analyzed, the attention is paid to the primary tasks of administrative institutions, ways of its solution and results of the measures taken.

Keywords: local authority, governor, Western Siberia.

I. S. Solovenko

**From the history of the "rail war" in Kuzbass in 1998**

The paper considers the role of Kuzbass in the "rail wars" 1998. The evaluation of reasons, stages and results of Kuzbass residents' participation in All-Russian protest action is considered.

Keywords: Kuzbass; economic crisis; "rail wars".

I. S. Khomutskikh

**Problems of genesis and basic aspects of activity of Tomsk branch of political party «Union of the Right Forces» in 1999-2004**

The author deals with political and the public work spent by Tomsk branch of political party «Union of the Right Forces» from the moment of its establishment till elections in the State Duma of the Russian Federation of 2003. The analysis shows that despite various areas of this activity, for a variety of causes it has not brought desirable results.

The article is based on the materials received from archival, private sources, and on publications in mass-media.

Keywords: political activities in Tomsk region, «The Union of the Right Forces», elections in Russian Federation, the political organisations, the building in a structural plan, the actions and slogans.

D. I. Petin

**The honored cheques of Tomsk's branch of the State Bank as the source for studying of the monetary circulation in Siberia at period of the Civil war**

The article deals with forced measures undertaken by Tomsk's branch of the State Bank in autumn of 1918 for normalization of the local monetary circulation at the period of the Civil war in Siberia. Described emission local money surrogates is not explored in historiography.

Keywords: bonistika, Civil war in Siberia, Tomsk, paper banknotes, money surrogates, honored cheques.

A. V. Grebnev

**The monetary reform of 1922–1924 in the coverage of Russian Newest Historiography**

The article analyses the main tendencies and concepts in the study of financial policy of the Bolshevik leadership in the 1922–1924 which staining in The Post Soviet Russian Historiography. The chronological framework of the review – 1990's – beginning of XXI century.

Keywords: Monetary reform of the Soviet State (1922–1924), Russia's Newest Historiography, New Economic Policy, People's Commissariat of Finance

I. Yu. Denisov

**The currency banknotes of non-obligatory circulation in the Urals**

Studying the problems related to the native monetary circulation during the civil war we have to state that there is no comprehensive scientific approach to those ones. The research is dealing with either economic problems or the problems of social-political history. At the same time the problems dedicated to the history of the monetary circulation as a separate phenomenon that had the immediate influence on some political processes in the country, especially the processes having touched the area of so called anti-soviet governmental institutions being outside of the soviet system, had been ignored by the most part of investigators.

In the article the processes of the monetary circulation in the Urals during governing of such structures are analyzing. It is necessary to remark that these money substitutes did not always have a destroying influence on money circulation system having lead to a crisis of ruble; as such system did not exist practically.

The origin, character, the evolution and results of money substitutes circulation of that period are described as well.

Keywords: monetary circulation, money substitutes, banknotes.

O. P. Volodkov

**M.N. Pokrovsky correction of his views on commercial capitalism at republications of «The Russian history in most concise essay»**

The article tells about evolution of historian-Marxist M.N. Pokrovsky's views on the commercial capitalism in the end 1920 - beginning 1930-th years.

Keywords: historiography, M.N. Pokrovsky, Russian history, commercial capitalism.

P. V. Tsygankov

**M.A. Terentyev and his work "Russia and England in Central Asia": At the origins of Russian geopolitics in Asian (second half of XIX-th century.)**

The author presents the analysis of work of one of the well-known Russian orientalist M.A. Terentyev "Russia and England in Central Asia", which dedicated the problem of annexion of Central Asia by Russia.

Keywords: Foreign policy of Russian Empire, the conquest of Central Asia, geopolitics.

I. V. Novikova

**The mass – media (the West Siberian journalism for the first half of the 90s of the XX century) politics and ideological orientations**

The article characterizes the regional politics and ideological mass publication orientation

for the first half of the 90s of the XX century. The work demonstrates separation between presidential and opposite mass – media. The author analyses discussion of the scientific sphere mass- media play and place in the political position of Russia and its regions for the search period. The article demonstrates the analyses of the journalists point of view to the Soviet past and the current role of mass – media. The article is created on the modern search base. It helps to look the mass – media orientations from a new side and foresees the further relationship of the editor college with the power structures of the different levels.

Keywords: mass – media; political cognition; the editor college; the West Siberian; ideology; power.

O. V. Petrenko

**The personality of a leader in Soviet culture (informative possibilities of funds of the Russian state archive of the literature and art)**

Article is devoted to revealing of information possibilities of funds RGALI for studying of the creative person of the figure of the Soviet culture.

Keywords: a cultural history, the creative person, sources, archive

I. E. Pestríkova

**The role of geography in shaping mentality of indigenous people of Western Siberia**

The paper is an attempt of determination fundamental role of natural climatic factors in shaping attitudes, revealed features of the mentality of small indigenous people of northern territories of West Siberia.

Keywords: mentality, national character, adaptation, geographical conditions.

I. V. Vinichenko

**Soviet fashion at "thaw" period: the conception and the ways of implementation**

In the USSR of postwar period the concept of the soviet fashion was developed, as well as the source of creativity, which is not linked with the "aesthetics of the bourgeois". During the "thawing" period, in the process of the practical realization of this concept the system is established on the basis of the planned economics and large-scale manufacturing. However, it fails to satisfy the consumer demands.

Keywords: soviet fashion concept, soviet style, fashion house

**SOCIOLOGICAL AND ECONOMICAL SCIENCES**

E. S. Kanunnikov, O. Yu. Patlasov

**The influence of world financial crisis on advertising activity: solution of problems and new possibilities choosing channels of distribution of advertising**

The market of advertising and its distribution in 2007-2009 is analyzed, the basic trends and the impact of world financial crisis is determined. Key parameters necessary for observing and getting peak efficiency from advertising activity during world financial crisis are offered. Examples of advertising activity of the enterprises of Omsk province are submitted. Own design of advertising materials and strategy is presented.

Keywords: world financial crisis, channels of distribution of advertising, market of advertising.

V. Yu. Epanchintsev

**Integrated interactions on the level of agricultural holding establishment**

The article tells about different points of view on the problem of definition and content of conception "holding", the author's definition of agricultural holding is offered. Factors are analyzed which influence on the way of integrated interaction in agro-holding in consideration of agriculture specific.

Keywords: holding, agro-holding, agro industrial complex, factors, integrated interaction.

V. A. Siryak

**The comparative analysis of conceptual approaches of definition of poverty in various countries**

In the article the urgent question is considered: how to define conceptually and empirically the level poverty of population. There are a number of official international and domestic techniques for estimation of poverty. In the given article the comparison of a domestic concept for estimation of poverty and American techniques is done. The author predicts insufficient study of the domestic technique of an estimation of the level of poverty determined rather a minimum of subsistence.

Keywords: poverty, living wage, a standard of living, border of poverty.

**PHILOSOPHICAL SCIENCE**

L. A. Maksimenko

**Problem of «the world beginnings» in philosophy, theology and science**

The problem of mutual relation of scientific and extra scientific knowledge is one of key for modern philosophical thought. The article is about complexity and ambiguity of historical, logic and other interrelations of a science, philosophy and religion became now an axiom. It gets the special importance for cosmology as the rational doctrine dealing with limiting objects on the size and problems. Also they always were in the centre of

attitude both philosophical, and theological thought. Scientific cosmology – the front of modern natural sciences are close to fundamental problems, their solutions in an ancient philosophy and Christianity divinity. It also is a subject of consideration in the given article.

Keywords: the Universe, Space, the beginning

L. N. Kibardina

**The features of paternalistic models of the Russian social state**

In the article the analysis of historical preconditions paternalistic tradition of model of the Russian social state and specific features is done, principal causes of influence of its logic on development of modern social state in Russia come to light the compromises variants and prospects of its modernization in the context of the social economic policy.

Keywords: the models of social state, paternalism, egalitarianism, traditional society, social policy.

S. S. Zbigadlo

**Destiny as an object of philosophical reflection**

In the given article the necessity of introduction of a word destiny in philosophy as one of the major terms is shown. The considered European doctrines of thinkers give the grounds for transition of idea of destiny from sphere of mythological outlook in the area of scientific knowledge.

Keywords: destiny, the person, a life, predetermination, determinism.

A. V. Petrov

**Freedom notion in Russian religious philosophy: theological and speculative points of view**

This article describes a category of freedom in Russian religious philosophy. In the article it is informed that the category of freedom in Russian religious philosophy is described from two points of view: theological and speculative. The basic idea of the article is description of association on the basis of Russian religious philosophy of theological and speculative views at the problem of freedom and formation of the ontological theory of value - axiology.

Keywords: freedom, Russian religious philosophy, ontological theory of value, axiology.

D. V. Kovalev

**Essence and values of social policy**

The author determines directions and principles of social activity implementation under condition of democratic state, on position of citizens in the system of public relations. The influence of social activity on the public atmosphere, as a means of self-affirmation of a person.

Keywords: activity, communication informational, culture, technology.

E. V. Fomina

**The ontological status of «cultural»**

The article is devoted to consideration of culture as a general concept, an attempt to determine the ontological status of «cultural» and its own specific features. It proposes a synthesis material for classification of cultures.

Keywords: philosophy of culture, status of «cultural», being of culture.

V. V. Fedoryshin

**Terrorism in Russia: an attempt to explicate rational grounds**

The author shows that the terrorism is connected not with a single act of violence, but a system aimed to impose fear and terror on the society or part of it. This system is justified by moral or demagogic intentions.

Keywords: fear, violence, terror, terrorism.

**PHILOLOGICAL SCIENCE**

T. V. Aleynikova

**English terminology of ethics as integrative system**

The present paper is devoted to complex approach in studying of the English ethical terminology as integrative system in multivariate information model of the world. English ethical terminology represents integrative scientific phenomenon which specific feature is complex interdisciplinary character, and general philosophical scale. A variety of sources of its formation: lexical contribution from different national languages and different humanitarian and social sciences - prominent feature of analyzed terminology.

Keywords: English terminology of ethics, integrative system.

**O. V. Danilenko**

**Sociolinguistic approach to English terminology innovations in the sphere of tourism in the 20<sup>th</sup> century: formation process of multicomponent terminological combinations and abbreviations**

This paper is devoted to the analysis of English terminology innovations in the sphere of tourism in the 20th century. According to sociolinguistic approach extra linguistic reality had the influence on the linguistic reality. In consequence of it multicomponent terminological combinations and abbreviations of these combinations have appeared as imprescriptible way of shortening multicomponent terminological combinations for speeding-up of communication.

Keywords: sociolinguistic approach, English terminology in the sphere of tourism, multicomponent terminological combinations, abbreviations.

**E. V. Berezovskaya**

**General evaluation of development of literary and artistic publication in Siberian federal region in post-Soviet period (1991- 2010 years)**

Post-Soviet period of continuous historical existence of Russia and its part - Siberia - relatively small is analyzed in all incomplete 19 years (since August 1991 till the present time). But precisely this period is characterized by scale and profound alterations in all sides of the vital activity of the Russians: social and political, economic, cultural, educational-developmental, moral, personal. Changed (it continues to change) the administrative-territorial division of Russian state, including Siberia. There are and other factors of new, post-Soviet, existence of Siberia (and Russia as a whole) they are reflected in the qualitative and quantitative aspects of the publishing activity of Siberians, in the organization and the results of this activity, its significance for the vital activity of people. In the article are described the processes in the regional publishing matter of the Siberian federal region, which occurred in the region of publishing the artistic book.

Keywords: book culture, history, Siberia, book publishing.

**O. A. Adabir**

**P. N. Rebrin and T. A. Goncharova as authors of essays in Omskaya Pravda newspaper (end of 40th - beginning of 50th years of XX century)**

The author analyses the essays of Russian journalists P.N. Rebrin and T.A. Goncharova published in the regional newspaper Omskaya Pravda at the end of 40th - beginning of 50th years of XX century. The article can be interested for researchers who study the history of Russian literature and journalism of XX century.

Keywords: newspaper, essay, P.N. Rebrin, T.A. Goncharova, image.

#### PSYCHOLOGICAL AND PEDAGOGICAL SCIENCE

**L. I. Dementiy, E. M. Korotyeeva**

**Types of personality and social-psychological determinants of loneliness at the juvenile age**

The article deals with the problem of loneliness in the modern Russian society. Peculiarities of being lonely at the age of teenagers, social-psychological determinants of loneliness are considered.

Keywords: loneliness, emotional experience, social – psychological determinants, types of personality, period of youth.

**V. E. Kupchenko**

**Typology of life strategy in youth**

In article the typology of life strategy at youthful age is described, base approaches to understanding of life strategy in foreign and domestic psychology are presented; components of life strategy are proved.

Keywords: types of life strategy, youthful age

**Yu. M. Sosnovskiy**

**The "Soft" model of quality of educational process**

This article substantiates the use of «soft» models to assess the quality of the educational process. It examines and analyzes the most common model of quality education. The results can be useful in determining the criteria for the quality of the educational process in higher education.

Keywords: «hard» and «soft» model, the quality of the educational process.

**E. I. Smirnova**

**General cultural competence as a result training of future specialists**

Today in educational community the active work focuses on creative new educational problems of higher education. However, such work will be

inefficient without clear understanding of training outcomes. The article presents an analysis of the definitions of "competence", "general cultural competence", their structure and classification of the FSES project HPE.

Keywords: competence, general cultural competence.

**V. I. Omelchenko, L. A. Usoltseva**

**Technology of development of methodical system for improving informatory-analytical competence at a high education institution by means of information-communication technologies**

The article deals with organizational and informatory-methodical aspects of developing information-analytical competence of a future officer-engineer by means of information-communication technologies in studying at a high military engineering school.

Keywords: information-analytical competence, means of ICT, methodical system of developing IAC, technology of designing.

**O. V. Sukhova**

**The theory and practice of intercultural pedagogy in Germany**

The article presents the analysis of stages of development in theory and practice of intercultural pedagogy in Germany and gives modern interpretations of the notion «intercultural education».

Keywords: multicultural society, multicultural education, intercultural pedagogy.

**E. V. Kadola**

**Peculiarities of communication of senior preschoolers in project activity**

The article describes an experimental research regarding the development of communication of senior preschool children by means of project work: its implementation and results.

Keywords: preschool children, communication, project work

#### PHYSICAL CULTURE AND SPORTS

**V. I. Mikhalev**

**Siberian state university of physical culture and sports – 60 years anniversary**

**Yu. V. Vorozhko, E. S. Lubina**

**Historiography of the Russian science in physical training and sports sphere: tendencies and development problems**

The article deals with the problems of a periodization of history of a science about physical culture and sport, its criterion; and also it gives the analyses of tendencies and problems of the development of a sports science.

Keywords: history, historiography, science about physical culture and sport, periodization.

**Yu. V. Vorozhko, N. N. Abramova**

**Genesis in the newest Russian historiography of physical culture and sport**

In the article the reasons, tendencies and problems of establishment and development the theory of physical culture and sport in the second half of XX age.

Keywords: historiography, science, theory of physical culture and sport.

**K. V. Dikikh, G. D. Babuschkin**

**Cognition-psychological resource in competitive activity of a sportsman**

In the article the results of the research of cognition-psychological resource of sportsmen are submitted. The insufficient level of its development is revealed especially in sportsmen of low qualification. The influence of a cognition-psychological resource on behavior in various situations and results of performance on competitions is shown.

Keywords: cognition, cognition-psychological resource, sportsmen, realization, physical potential

**O. P. Golovchenko**

**Evaluation and choice of physical exercises**

Physical culture and sports activities have become the fundamental component of a healthy life in modern cities. Health and sports training are done with a lot of various physical exercises. But as a rule, the choice of the exercises is made by trainee's intuition or their experience. The paper presents a science-based technique of physical exercises assessing in terms of health benefits. This technique can be applied in any health and sports educational environment regardless of trainee's gender, age and nationality.

Keywords: student, physical culture, monitoring.

**Yu. V. Koryagina, S.V. Matuk**

**Morphological features of sportsmen as a result of adaptation to different kinds of power sports**

In the article the results of research of the morphological status of the sportsmen of different kinds of power sports are submitted: powerlifting and weight sports. Adaptation to different loadings is analyzed. There are changes of structure and proportions of a body of the sportsmen increasing power endurance. The given changes are most visible with improving of sports qualification of athletes.

Keywords: powerlifting, weight sports, morphology, sports morphology, adaptation.

**E. V. Mudrievskaya, O. G. Kovalchuk**

**Analyses of sport interests of first-year students in university**

In the article much attention is paid to analyses of questionnaire to make clear qualitative and quantitative representation of first-year students' physical education and sports interests and their physical activity displayed at school.

Keywords: physical education and sports interests, physical education, physical activity, questionnaire.

**G. S. Lalakov**

**Influence of training loadings to improvement of skills in football players**

In this work the influence of training loadings on functional condition of an organism of highly skilled football player is studied. On the character of urgent training effects the safe loads developing special high-speed qualities are defined.

Keywords: loading admissibility, training effect, high-speed qualities.

**K. V. Zavyalov**

**Peculiarities of competitive exercises in mountain running**

The author studies features of competitive exercises for mountain running. During the study the author analyzes modes of heart rate in athletes with different qualifications for different profiles, cross-country trails. The study gets the picture of functioning of the cardiovascular system during a mountain running competition for athletes with different qualifications.

Keywords: mountain running, training load, physiological stress, the response of the cardiovascular system to physical load.

**V. V. Plotnikov, A. V. Plotnikov**

**The functional degree of training of 17-19 years old hockey players during specialized training in preparatory period**

The article is devoted to the research of functional preparation of 17-19 years old hockey players in the competitive period at specific preparatory stages. There is a detailed analysis of functional preparation of the leading hockey youth clubs in Russia.

Keywords: functional preparation, preparation period, youth club frequency of heart beat.

**K. G. Kletsov**

**Maintenance and organization of 12-13 year old dancers' studies during preparation for competitions**

In this work the features of maintenance and organization of various types of studies of 12-13 year old dancers during the preparation for competitions are considered. According to the pedagogical research the structure and maintenance of a series of training tasks for basic part training, control, warming-up and regenerative exercises for 12-13 year old sport-dancers are defined and experimentally proved.

Keywords: dancing sports, precompetitive preparation, the structure and the maintenance of studies, series of training tasks.

**V. A. Bobrovsky, A. V. Gorbunov, A. V. Bobrovsky**

**Conceptual role of trainer-teacher in patriotic education of young sportsmen in CHYSS**

The article analyses condition of patriotic education provided by trainers-teachers in CHYSS. The basic forms and means of patriotic education used by trainers in conditions of competitions and educational-training process at leisure time are considered.

Keywords: patriotic education, young sportsmen, trainers.

**TEACHING TECHNIQUES**

**V. A. Arzhanov, A. I. Odinet, V. V. Pchenichnikova**

**Peculiarities of training master students of technics and technology**

The issues associated with arrangement of academic activities for master students' training are discussed. Scientific and research component of the training process is of high importance. It is proposed to use public centers and pilot innovative projects for young people in the process of master student training.

Keywords: masters, innovation, competence, studies.

**E. F. Nasyrova**

**Integrative-modular teaching of university students**

In the article theoretical bases of integrative-modular teaching are presented. The author addresses differences of innovative technologies of traditional training; opens structural elements of module and components of integrative-modular teaching University students.

Keywords: technology of education, innovation, technologies of traditional training; technologies of traditional training; integrative-modular teaching, module, educational element, rating.

**L. I. Mironova**

**Electronic educational resources as a tool for forming competitive personality in graduating students**

The article proves investigation results of electronic educational resources examination as organization conditions of educational environment aimed at students' personality peculiarities forming. Organization of higher education with electronic educational resources creates favorable conditions for practice intensification of educational process that is psychological basis for forming of competitive personality in graduating student.

Keywords: electronic educational resources, competitive graduating student personality peculiarities forming, competitive graduating student.

**A. V. Gidlevsky, T. V. Koshkarova**

**Peculiarities of application of subject-predicate approach at assessment of difficulty of didactic test tasks**

The paper discusses the peculiarities of a subject-predicate approach application at assessment of difficulty of didactic test tasks. The general character of this approach allows to state that the well-known methods of complexity and difficulty assessment are its consequences. The universality of the subject-predicate approach becomes apparent due to the fact that it allows to calculate difficulty of test tasks without assessment of task structure complexity.

Keywords: subject-predicate approach, graphological model, the difficulty of content structure, the difficulty of a didactic test task.

**N.A. Burnistrova**

**Educational conditions for professional competence development of future economists studying mathematics**

The article describes structural components and educational conditions for professional competence development of the future economists studying mathematics. The author finds out certain educational competences that ensure creation of a system of the profession-oriented knowledge, skills and personal characteristics of an economic college student by means of academic discipline "Mathematics".

Keywords: professional competence, educational conditions for the competence development.

**L. A. Ivakhnova**

**Theory and methods of academic subject content development in professional activities of an artist – teacher**

This article covers an actual aspect of school and university teacher's professional activities – the development of subject content. The author gives a scientific substantiation of invariant elements necessity in the subject content. The integrated interrelated elements of academic subject projection are proposed. They make a system possessing novelty of the approach to solving this actual problem.

Article materials are addressed to university and school teachers, teachers to be and researchers, whose activity is connected with the projection of academic subjects.

Keywords: projection, academic subject, system approach, knowledge, language, educational process, technology.

**S.S. Tonkonog**

**Psychological and physiological grounds for perfection of drawing teaching**

The article is devoted to the problem of improving the quality of teaching 1st and 2nd year students of drawing at departments of fine arts. The author considers psychological and physiological features of human perception which should be taken into account while elaborating curriculum on academic drawing.

Keywords: tone color, visual perception, methods of teaching, psychology, drawing.

**T. L. Zhurikova**

**Abilities of possession of color by pupils and its development on painting lessons**

The article is devoted to the research of a problem of development of abilities of possession of color studying in an art school, consideration of some psychological and pedagogical aspects of a problem. The urgency of a problem is caused by the need of a society for professional activity on formation of color environment, constant increase of creative potential of the person. The purpose and novelty of research consists in development and scientific substantiation of a technique of development of abilities of possession of color of the pupils, which includes system of the tasks and exercises directed on consecutive study and study of color concepts. The research results of can be of interest for teachers and experts in the field of teaching of fine art in children's art schools and art branches of children's schools of arts, comprehensive schools and schools (classes) with the profound study of subjects of fine art.

Keywords: colour, abilities of possession of colour, painting, creative development, art colour image, technique of training to colour.

**A. V. Kucherova**

**Methods of students' creative thinking development in the course of professional formation in the Teachers Training College system**

The article deals with the problem of professional formation of teachers training college students and their creative thinking development during their studies of the basics of design. It covers designer's thinking peculiarities.

The author of the article developed and proposed exercises and activities characterizing stages of professional formation and promoting development of students' creative thinking.

Keywords: creative thinking, basics of design, image, professional formation, perception, art.

**E. V. Demina**

**The psycholinguistic basis of perception activity and the generation of the derived text on the Russian language**

The article describes psycholinguistic basis of perception activity, the analysis and generation of the text both on the mother tongue and foreign language. Perception and generation of speech is a fundamental skill in translation activity, thus the differentiation of meaning and sense of the statement is a key point in such kind of work.

Keywords: Perception, generation of the text, understanding, internal speech, thinking, external speech, meaning, sense.

**E. V. Tsoupiikova**

**Foreign text's interpretation: the cognitive model of translating as a new evolution stage of scientific and methodical thought development**

The article views the main models of translating existed and defines the extent of their applicability in translating practice and the educational process. The author constructs a new cognitive model of translating with regard to theoretical propositions of logics, epistemology and psycholinguistics.

Keywords: translation, cognitive model, interpretation, correspondence, adequacy, equivalence.

**E. V. Tsoupiikova, E. V. Demina**

**The text as a speech unit of ambiguous semantics: methods of training for obtaining interpretation and generation skills**

The article is devoted to the analysis of the problem of understanding, valuation and interpretation of the text as a unit of speech, the polysemy

of the text and the ways of revealing all semantics levels of the text as an implicit and explicit informative system; to the creation of the countertext as a result of the logic and conceptual analysis of the initial text.

Keywords: semantics of the text, understanding, valuation, interpretation of the information, background knowledge, implication, external and internal form of the text, the countertext.

## CULTUROLOGY. ART HISTORY

**N. M. Genova**

**The theory and methodology of infrastructural determination of character of cultural policy of region**

The article is devoted to the research of cultural relations in region as forms of a cultural policy of the region focused on creation of a local cultural - creative relief, developing of the various forms of initiative culture arising in a context of democratic transformations of a civil society. The author proves that interaction of elements of cultural - political system forms the contents of activity in a subsystem of the state cultural policy and simultaneously determines its configuration definitely repeating structure of an initial cultural - political basis. Taking into account forms of a cultural product in an infrastructure of culture, the output on an establishment of its relationship with the spatial approach to culture as a whole due to what interrelations of system of regional culture and cultural - political system of region are shown is made. In the result of the analysis the author comes to key idea of interaction of object and the subject of culture as expressions of its infrastructure that promotes *инициация* informal displays of mechanisms of a cultural policy in information cultural activity.

Keywords: an infrastructure of culture, mechanisms regional cultural policies, cultural relations, a cultural - creative landscape, a system configuration of activity, *инициация* informal a determinant

**N. F. Khilko**

**Amateur and professional documentary cinema of Western Siberia in the period (80ths XX century.): traditions and prospects of development**

The article is devoted to a problem of art interaction of tendencies of development of amateur and professional cinema in Western Siberia in the period of the 80ths XX century. On the basis of research of criteria of distinction and aesthetic principles of activity comes to light distinctive features of activity with use of the comparative analysis of films of 1980th years. With this purpose the author will carry out comparison of the continuous and distinctive themes crossed both distinctive genres, and documentary — art potential of films, and also — comparison of social — art traditions.

Keywords: amateur documentary cinema, professional cinema documentary, documentalizm, subjects of films, genre features, documentary — art potential of films.

**S. V. Ashaeva**

**The forms of work with disable people in a museum**

The investigation of the projects in this article have a result of which realizations are created new conditions for perception of the museum environment, creative development of children and overcoming social and cultural isolation of people with the limited possibilities. Various approaches of researchers and experts of the field of museum business and art-therapy of Russia and foreign countries have laid down in the basis.

Keywords: cultural-educational activity in a museum, invalids in a museum, art-therapy.

**D.V. Smolkina**

**The demassification concept in the contemporary cultural studies: media-discourse.**

The conceptualization of the 'Demssification' notion and its potential in the analysis of the contemporary transformations of post-industrial society and mass culture, usage of the 'Demssification' term in media-discourse and the implementation of the demassification theory in practice of convergent (multiplatform) journalism is considered in this article.

Keywords: demassification, mass culture, post-industrial, convergent journalism.