

SUMMARY & REFERENCES

SOCIETY

DISCOURSE STRATEGIES

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UNDERSTANDING THE WORLD: A MAN IN THE INTELLECTUAL CULTURE OF OUR TIME

Understanding the world is one of the main acts of the will of modern man. It is connected with the intellectual and moral aspects of the personality. The article is devoted to the study of the variable aspects of the realization of free will. Freedom of will is considered as one of the factors of socio-cultural dynamics. Its implementation depends on the social dominance of one of the ways of realization: the will to power, the will to participate, or the will to understand. The modern socio-cultural epoch (the epoch of knowledge) requires the individual to realize the “understanding strategy” primarily. This leads to the transformation of the features of modern man-in-the-culture in the direction of strengthening his intellectual-volitional principle.

Key words: man-in-culture, sociocultural dynamics, understanding strategy.

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DAILY DIVINE: STRUCTURE OF RELIGIOUS EXPERIENCE IN EARLY REFORMATION

The article analyzed the structure of religious experience in early Protestantism from Luther to the development of pietism. The description of the religious experience of the reformers – Luther and Melancthon, – put the idea of external force ensures the salvation of man and the atonement of his sins. Inconsistency of the religious consciousness understood like a conflict between reason and faith. Arndt's and Gerhard's pietism described contradictions between the internal and external human life that appear in everyday life. Promote of subjectivity and development of inner experience made change of human nature, and personal life connected with humanity and God.

Key words: Reformation, pietism, experience, subjectivity, everyday life.

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THE SYSTEM GENETIC THEORY OF SPACE AND TIME. PART III

The system genetic theory of time and space is the base of system genetics. The system genetics is the science researching laws of system inheritance in the different system worlds and in progressive evolution system. The structure of any system includes many systems, many cycles, possesses a set of system times. The cycle is the natural scale of system time. System time is a reflection of the system world on itself in the course of the progressive evolution. It generates system space which fractal organization reflects the fractal and spiral organization of system time. The reason of mankind as the observer of the Universe appears not incidentally, and the system genetic theory of time and space bears in themselves the potential of a megaspace proskopiya in process of management of social and natural noospheric evolution.

Key words: time, law, space, system, system genetics, evolution.

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GLOBALIZATION: POLEMIC OF CIVILIZATIONS

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NEW «SILK ROAD» AND PLACE OF RUSSIA IN THE GLOBALIZATIONS («IN CHINESE»)

The draft of a new «silk road» of China, which is considered by experts as one of the most important elements of the global strategy of the PRC, examines. It is noted the crucial role of the project for many post-Soviet countries, since we are talking about major investments, the creation of cross-border communication corridors, powerful transport and logistic hubs, etc. The position of Russia in this regard is that it and the countries of Central Asia were not only «railway spine», the great trade route, and economic leadership of the great neighbor not submerge its political hegemony. Stresses that one of the most serious problems of Russian-Chinese relations – greater imbalance between political and trade-economic ties between the two countries. The total investment of China in the Russian economy remains relatively small, although business activity of the Chinese in our country is growing, becoming more diverse.

Key words: «silk road», globalization, corridors of «silk road», Shanghai cooperation organization, zones of territorial development, the Eurasian Union

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US INTERESTS IN MODERN AFRICAN STATES

The article examines the main US interests on the African continent, and the African continent itself as a space for geopolitical and geo-economic clashes among the leading players on the world stage. Based on the analysis of the main stages of the historical development of the continent, assessments of the system of colonialism in Africa are presented, which allow us to consider the colonial policy of the former metropolitan countries not only from the position of supercritical meanings, but also as a source of certain blessings for the colonies themselves. The authors pay attention to the actual trends of penetration and influence on the continent, under which one can talk about the formation of a model of the opposition of Africa to the “Western” (US, EU) and Africa “Eastern” (China, India). In addition, in the context of Sino-US rivalry, the article examines such instruments of US influence as AFRICOM (AFRICOM) and the African Growth and Opportunity Act (AGOA) law. It also analyzes the question of how the US policy towards Africa will be built with the election of President D. Trump.

Key words: Colonization, USA, Africa, deposits, minerals, China, India, interference in internal affairs, donor countries, agriculture, NATO, the command of the Ministry of Defense, the administration of D. Trump

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INFLUENCE OF MASS MEDIA ON REALIZATION OF GENDER EQUALITY AND LEADERSHIP IN SERBIA

Gender equality is one of the basic human rights which must be provided and guaranteed to everyone. Social, political, economic, and cultural differences still persist and they are especially noticeable in difference in salaries, non-equal presence of men and women in political decision making, non-equal distribution of work. They are, in reality, result of social relationships built on basis of numerous stereotypes present in family, education, culture and media. In our country, leadership is chiefly related with men and they have been granted political roles. That is the reason it is a common belief that only men should be on those positions. On the other hand, the mass media (internet, daily newspapers, radio and TV) can make influence to decrease prejudices between the genders when we speak about leading functions and their representatives. The goal of this paper was to investigate the influence of mass media onto realization of gender equality and leadership. For that purpose, data from 80 participants have been gathered, as well as data about employment, in other words we made a research on participation of women in the City Assembly, managerial and supervisory bodies and leading positions in the city of Sombor. The results of the anonymous questionnaire show that there are significant statistical differences ($p < 0.01$) among certain answers referring to the opinions of the examinees about percentage of men and women. Also, having analyzed the data about employment of women, we have come to the results which show that women take a considerable number of leading posts in the city of Sombor. The results show that the gender equality, presented via mass media, is very present in distribution of work.

Key words: Communication, Media, Leadership, Equality, Gender.

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THE SOCIO-CULTURAL REHABILITATION OF PERSONS WITH DISABILITIES AS PART OF SOCIAL POLICY (IN THE CASE OF THE REPUBLIC OF MARI EL)

The problem of social and cultural rehabilitation of the disabled, as a set of measures to improve the level of cultural competence, the implementation of their cultural interests and needs in order to integrate into the society. Disclosed institutional forms and methods of state regulation of access of persons with disabilities to cultural values on the basis of legal acts and cultural institutions management structure in the country. The experience of the

social and cultural rehabilitation of the disabled in the case of the Republic of Mari El. On the basis of monitoring and sociological research identified priorities, challenges and ways to improve the socio-cultural rehabilitation as an element of social policy. Currently, socio-cultural aspects of the state policy does not cover the entire range of problems associated with the integration of people with disabilities. We go unheeded issues of cultural competence and cultural skills acquisition activity. In the case of the Republic of Mari El disclosed the role of culture sphere management system using interactive forms of access to people with disabilities because of their psychological and physical health. Proof of this is the experience of the Republican library for the blind and National Museum of T. Evseeva. Ranking of opinions of respondents allowed to reveal problems of high social dependence, forced isolation of people with disabilities, indifferent attitude towards them in the mass consciousness of citizens, reducing the network of public libraries, reducing the number of club groups for youth, lack of strengthening the material-technical base of rural and regional houses of culture, reducing readability and al. The authors have developed the basic components of the institutional environment of social and cultural rehabilitation of the disabled, which allows to activate the role of cultural institutions in the organization of leisure time socializing.

Key words: disabled, social and cultural rehabilitation, socialization, integration, social policy.

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HEALTHY SOCIETY

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AVICENNA'S MEDICINE OF THE ANCIENT IN THE COUNSEL OF THE TRAVELERS

In the historical aspect discusses issues of medicine for the PU casestudy in the representation system of the ancient healer Ibn Sina. The information from the biography of eminent Arabic scholar, as well as specific recommendations for the treatment of typical diseases peculiar to traveling.

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LANGUAGES OF CULTURE**Ya.I. Klimov,**Post-graduate student, Lomonosov Moscow State University, Moscow;
e-mail: kyai@mail.ru**«CELLULOID» AND «DIGIT» IN THE MODERN CINEMA: THE DYNAMICS AND SYNTHESIS**

The article is considering to a brief history of the evolution of cinema. In particular, the main stages of the formation and evolution of cinematography are considered. The author explains the achievements in the field of cinema, which had the most serious impact on the film industry. Comparative characteristics of celluloid and digital cinema are given. The author notes the advantages of celluloid cinema. The modern position of film in the world of cinema is explained. The author points out the technical side of using digital technologies in film. Indicate the advantages and disadvantages of digital cinema. The author gives examples of certain films, where digital technologies were applied, which had a major impact on the world of cinema. At the same time, the work marks a crisis of original scenario ideas in the film industry. The conclusion is made about the end of the era of celluloid film and the beginning of the era of digital films.

Key words: digital cinema, celluloid, modern culture, cinematography, computer painting**References:**

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CULTURAL HERITAGE**U.V. Elinson,**competitor degree of candidate art history, St. Petersburg State Academic Institute of Painting, Sculpture
and Architecture named after Ilya Repin, Saint-Petersburg;
e-mail: elinsonul@gmail.com**THE POLITICAL CARICATURE BY ANDREY MARTYNOV**

The article presents to the reader graphic works of the famous Russian painter Andrey Martynov, executed in the genre of political caricature during the Patriotic War of 1812 in Russia. Martynov was able to brightly and figuratively reflect the nature of national heroism of his contemporaries. The characteristic folk types allocate Martynov's satirical drawings among others masters in this genre.

Key words: The Patriotic War of 1812, Political caricature, satire, painter A.E. Martynov.**References:**

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RECONSTRUCTION OF SCULPTURE “EVA AT SPRING FROM THE TOFT “SERGIEVKA” BY MEANS OF USE OF LASER 3D-SCANNING, COMPUTER MODELLING AND ADDITIVE TECHNOLOGIES

In the collection of Maximilian Joseph Eugene Auguste Napoleon de Beauharnais, 3rd Duke of Leuchtenberg, in the toft “Sergievka” near St.Petersburg there was the sculpture “Eva at spring” created from zinc alloy, which was destroyed during the Second World War. This paper describes the final stage of long-term work on reconstruction of this sculpture carried out as a result of combined use of laser 3D-scanning, computer modeling and additive technologies. Replica of the statue has been created by means of 3D-printing, and then its surface has been artificially decorated to imitate a historical patina. This project is a first (both in Russia and in the world) case study of reconstruction of completely lost monuments by means of combination of above mentioned technologies. Such approach may be recommended for practical works on replication and reconstruction of artworks.

Key words: Duke of Leuchtenberg, Eva at spring, computer modeling, laser 3D-scanning, rapid prototyping, sculpture reconstruction, sculptor Edward Baily, mansion “Sergievka”, zinc alloy, 3D-printer.

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AXIOLOGICAL EXPERIENCE

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TRANSFORMATION OF AMERICAN DEMOCRACY

The article is devoted to transformation of American society and American understanding of democracy in connection with results of changes in public structures, influence of inner and outer factors upon the changes happened in the history of the country.

Key words: democratization, globalization, democracy, societal system, freedom of the individual, liberal democracy, domestic policy, foreign policy, contradictions, hidden civil war, looking for solving the problem, foreign policy.

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CULTURAL AND HISTORICAL RELATIONS BETWEEN RUSSIANS AND SERBS

Serbian and Russian peoples are connected by nature of their existence. Orthodox religion is strong connection of those two nations. Historical occasions has constantly connected these two nations, especially in liberation wars. Continuous connections between Serbs and Russians date from Nemanic dynasty and last till now. Russian culture has influenced Serbian culture development. Russian teachers founded Serbian schools and organised education of Serbs in the 18th century. Serbian literature of the 19 th century was developed under Russian influence.

Key words: Serbian culture, Russian culture, education, literature, intercultural connections.

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PEDAGOGICAL EXPERIENCE

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CULTUROLOGICAL EDUCATION IN SLOVAKIA. VIEW FROM RUSSIA

The term "culturological education" can be considered an umbrella term that unites various educational programs related to the philosophy and theory of culture. An analysis of the qualitative features of the cultural education in Slovakia allows us to show the trends that characterize post-socialist space in general and raise the question of the presence of Russian humanities. The paper analyzed topics of educational programs, the system of theoretical disciplines and peculiarities of Russian cultural studies. The important difference of Slovak culturological programmes Russia is the active appeal to the experience of British cultural studies. The material for paper was collected during the stay in Slovakia supported by the National Scholarship Program of the Slovak Republic.

Key words: culturological education, cultural studies, Slovakia, textbook of cultural studies

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SCIENTIFIC INQUIRY

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TO THE QUESTION OF JUSTIFICATION OF REGULATORY-DIALECTICAL MATERIALISM

The article shows that the existence and self-development of matter is the result of causal interactions, as well as the regulatory control mechanism. Revealed the fallacy of the first thesis of the materialist conception of history (MCH): «existence determines consciousness». The second thesis of MCH on the development of society in the «era of social revolution» has been the real impact of the total mode of production – social consciousness of antagonistic classes on the socio – economic relations. Outdoor author the regulatory mechanism of the development of matter was the basis of a rational philosophy: the regulatory – dialectical materialism.

Key words: being, consciousness, the materialist conception of history, historical materialism, regulatory mechanism, regulatory and dialectical materialism.

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ENVIRONMENT

UNDERSTANDING THE NOOSPHERE

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ECOLOGICAL DIPLOMACY IN THE XXI CENTURY

The article covers cases connected with formation of basically features of ecological diplomacy. The European Union experience is demonstrated as a successful case of a regional scale. Modern literature devoted to ecological diplomacy is under special attention as a theoretical basis of a new period of international cooperation in the field of environment and development.

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ECOLOGICAL PARADIGM IN SOCIAL SERVICE ASPECT OF CHRISTIAN CHURCHES

The article discusses the formation of a new relationship of nature and society. It determines the causes of environmental disasters which linked with uncontrollable consumption, the roots of which is a spiritual crisis. It shows that in life of human society, nature has always been a source of necessary means of existence and Christian faith include all aspects of human life, consecrating and blessing human labor. The Christian Church in general and the Christian missionary in particular, are faced with problems that require a response appropriate to the time and essence of the Christian faith, in the emerging ecological paradigm. In consequence of that orientation of Chris-

tian churches on the social work in solving problems related to environmental disasters, where the involvement of Christian churches in the question of global ecological problems in the aspect of moral relationship with nature, have quite controversial nature because of the criticisms of Christians for the utilitarian approach to ecology.

Key words: ecological paradigm, social ministry of the Church, missiology, Christian teaching, concern for the environment.

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THE PROBLEMS AND DEVELOPMENT PROSPECTS OF GEOPARK «ALTAY»

Geopark «Altay» started its work in the may of 2016, but obviously, it is few just to name territory as geopark to achieve its the purposes. The article considers problems of functioning of the Geopark in the territory of the Altai Republic, the weaknesses of the regional policy in the sphere of tourism, describes the purpose and function of the Geopark and specified the area to develop the first Geopark in Altay in Russia.

Key words: geopark, geotourism, European Geopark Network, Global Geopark Network, geological heritage, sustainable development.

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NATURAL ENVIRONMENT

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SYSTEM WATER TEMPERATURE OBSERVATIONS ON THE LARGE LAKES

The purpose of this article, provide an overview of methods for placing observation stations of hydrological parameters in large lakes. By analyzing the literature – guidance, instructions and recommendations developed by Roshydromet, as well as monographs and articles allocated observing systems on large lakes (for example Lake Ladoga and others). The paper demonstrates the methods of placing stations in the lake area: morphological and uniform grid. The author concludes that these methods accommodation observation stations of hydrological parameters, particularly water temperature today need to optimize and complement the technique offers accommodation observation stations on large bodies of water in two ways-correlation and gradient, as well as to introduce evaluation criteria -accuracy the average temperature water.

Key words: water temperature, observing stations, morphometric method, correlation method, gradient method, the optimization of the observing system.

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