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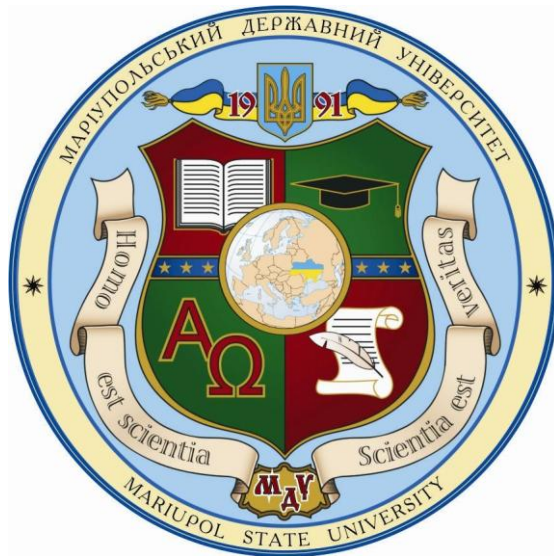
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PHILOSOPHY

UDC 298.9:291.22

T. S. Olenich

THE PHILOSOPHICAL AND RELIGIOUS CREED APOCALYPTIC CULT

In this article concerns some general traits of personal surviving in new religious cults. The new religious cults present religious safety for creation ecosettlements and family settlements/ but quite often such escape from the technocratic world leads to isolation, fanaticism and "social escape".

Key words: *cult of apocalypse, the problem of surviving in a modern world, eschatological tendency.*

UDC 1:316.774

S. V. Jankowski

MODELS OF SOCIAL COMMUNICATIONS

The media, marketing and government agencies, public organizations and institutions shape social communicative space. Study of information transfer in communication is one of the main problems of Information and Cognitive Sciences.

Key words: *information, communication, reality*

CULTURE

UDC 316.73:316.354(477)"182/189"

G. I. Batychko

UKRAINIAN SOCIAL AND ARTIST UNIONS OF THE NINETEENTH CENTURY, AS A FACTOR OF A NEW CULTURAL PARADIGM

The author in the article substantiates the thesis on the role of intelligentsia to form a new cultural paradigm on the basis of analysis of Ukrainian arts organisations and leagues'activities.

Key words: *creative circle, Ukrainian culture, paradigm.*

UDC 37.036:008

V. G. Vytkaľov

CULTURAL PRACTICE OF VOLYN IN ARCHIVAL DOCUMENTS AND MATERIALS

In the article the separate (mainly culturological aspiration) funds of the regional archive Rivne state (RARS) and possibility of their use are analysed in further scientific activity

Key word: archive, historical sight, Rivne state.

UDC 044.325

S. V. Vytkaľov

NATIONAL CULTURAL DEVELOPMENT VOLYN AS THE OBJECT OF HISTORICAL RESEARCH

The reading-book of the Rivne authors is analyzed V.Vitkaľova and T.Ponomariovoi «Berestecka battle of 1651 by the language of documents: after materials of scientific inheritance of I.K. Svesnikova». Attention is accented on the basic structural divisions of book and principles of their construction.

Key words: scientific inheritance, national liberation fight, Ukraine.

UDC 316.77

O. P. Voevodin

INFORMATION ANTHROPOLOGICAL ESSENCE OF. CULTURE

*The article is devoted informative essence of culture. It is well-proven that a culture is selfupdate. **Key words:** culture, anthropology, information, dynamics.*

UDC 94(477+075.8)

O. V. Golovko

RELIGIOSITY IN UKRAINE: THE SOCIAL-CULTURAL DIMENSION

The article is devoted the problems of religion as the socio-cultural phenomenon of modern Ukraine as important part of processes of national integration and national authentication as

religion is indissolubly related not only to the culture, and also with the state, state ideology and policy. The confessional division of territory of Ukraine and relation of his guidance is analysed to modern cultural development.

Key words: *religion, confession, culture, tolerance.*

UDC 821.134.2-32.09(82)

O. V. Gorbatenko

JORGE LUIS BORGES: ATTEMPT UNDERSTANDING OF THE TIMES ILLUSIONS OR ETERNITY

The article analyzes the problems of temporality and deployment issues of time and eternity in the works of Argentine writer and novelist Jorge Luis Borges.

Key words: *time, eternity, the space, temporality, history.*

UDC 929 (477)"1853/1920"Ovsyniko-Kulikovskiy

L. G. Dablo

KULTURES SEARCH OF D.M. OVSYNIKO-KULIKOVSKY

This article is an attempt to analyze the ways of development of scientific activities D.N. Ovsyniko-Kulikovskiy, to determine the main directions of psychological research scientist, to examine the implications of Thekharkov school in the ukrainian culture, to trace the communication and the impact of scientific views A.A. Potebniy to a creative search Ovsyniko-Kulikovskiy.

Key words: *the vedas cult, psychoanalysis, art, art-school of psychology, the aesthetic concept.*

UDC 316.723

N. A. Zhukova

DICHOTOMY "HIGH LOW", "ELITE MASS": EXPERIENCE PROCESSING PROBLEMS

In the article an art is probed «high Art » and «low Art», «elite» and «mass», and also his criteria, is in historical time, influence is studied them on each other, and moment of smoothing of border between them; dichotomy is analysed, «elite and mass» in the context of consideration of evolution «high Art and low Art».

Key words: «high Art», «low Art», «elite», «mass», «high genres of art», «low genres of art», «art-capital».

UDC 781.66:477

B. I. Zabuta

DRAMA MUSIC IN AREA OF CHOREOGRAPHIC

The article explores the substance and content of music as the kind of arts, specificity of musical dramaturgy, characterizes interaction of musical and choreographical dramaturgy.

Key words: music, arts, musical dramaturgy, choreographical dramaturgy.

UDC 316.7: 477

T. V. Zabuta

CULTURAL PROCESS IN UKRAINE UNDER MARKET TRANSFORMATION

The article explores specificity of cultural process in Ukraine in conditions of market transformation. The article defines the subjects of cultural process and the ways of its optimization.

Key words: cultural process, market transformation, subjects of cultural process.

UDC 316.7

T. O. Kryvosheya

FRAGRANCE OF CULTURE AND FRAGRANCE In CULTURE: CHALLENGES AND PROSPECTS OLFAKTORNOYI CULTURE

Issue of development of olfactory cultural studies is described in the article. Possibilities and forms of olfactory representations in art are also researched.

Key words: culture, cultural studies, olfactory, olfactory cultural studies, olfactory art.

UDC 651.4

V. A. Kudlay

INFORMATION AND COMMUNICATIONS MANAGEMENT CULTURE DOCUMENT MANAGEMENT

The article is devoted to the information and communication culture of records management. The author outlines the meaning of term "information and communication

culture” in documentation science. The structure and elements of information and communication culture system are determined.

Key words: *information and communication culture, records management, scientific discipline of documentation management, system, information and communication technologies.*

UDC 061.22:7.03(082)(4)"185/19"

O. V. Mendrin

IMPORTANCE OF MANIFESTO FOR CREATIVE UNION

The article covers studying of the European culture problems at the close of the XIX – beginning XX century. It assays to determine the place of artistic communities in the cultural process. It analyses of manifesto's importance for artistic communities' forming of the referred period.

Key words: *manifesto, artistic community, avant-garde.*

UDC 355.134 (477)"16/17"

Y. M. Nikolchenko

COSSACKS IN THE CONTEXT OF AWARD POLICY UKRAINE

XVII-XVIII cent. held the establishment and development of premium of the Ukrainian Cossacks with their characteristics and peculiarities. She found their reflection in a premium politics of modern Ukraine.

Key words: *Ukrainian Cossacks, premium system, history, awards, references, premium policy, Ukraine.*

UDC 172:331.108

S. E. Orekhova

CORPORATE CULTURE AS A TOOL HUMAN RESOURCE MANAGEMENT COMPANY

The article is devoted to the problems of creation values of organizational culture of the company for successful managements of it. And also it is lighted questions connected with constant studying motives of behavior of the personnel.

Key words: *brand, corporation, culture and policy.*

UDC 651.4/9:352.07(477)

I. O. Petrova

POLICY DIRECTIONS DOCUMENTATION SUPPORT OF LOCAL GOVERNMENT IN UKRAINE

Directions of improvement of normative-methodical base of the documentation providing of local self-government organs activity, organizational structure of service of the documentation providing, collaboration of local self-government organs with the national archives of areas, system of informative resources of these bodies of power, and also increase of personnel professional skills are defined in the article.

Key words: records keeping, local self-governing organs, documentary provision, perspective directions.

UDC 130.2

O. V. Popovych

CULTUROLOGICAL CATEGORIZATION AND "SECOND BIRTH" CHILD WITH SPECIAL NEEDS IN A CULTURE CHILDHOOD

The paper provides reasons for reconsidering the culturological categorization and the "second birth" of a child with specific features of progress under the childhood culture circumstances.

The retrospective analysis shows that childhood is not merely a certain step on the way to adulthood (a view supported in academic writings until lately), but a phenomenon extending beyond the horizons of age limits as well. Consequently, childhood has no age bounds and incorporates the elements of adult life. Qualitatively new approaches to the concept of childhood, philosophically anthropological, semiotic and methodological, have been suggested.

Key words: childhood, dependence, independence, responsibility.

UDC 316.613:316.77

K. V. Rekunenko

INFORMATION CULTURE DOKUMENTS EDUCATION IN UKRAINE

The article covers studying of the informative culture of end are examined the close of the XX – beginning XXI century. It assays to determine the features of forming of informative culture is undertaken. It analyses of different going is near formulation of concept «Informative culture».

Key words: informative culture, culture, information.

UDC 929.628(411)"13/15"

Y. V. Ryabukha

ENGLISH MEDIEVAL EMBLEMS AND LIVERY XIV-XVI CENTURY

The article is an overview of English heraldic badges and clothes as the main distinctive element of medieval society. The article also expands on the origin, the meanings and the development of English heraldic badges over the period of the 14th – 16 century. Special emphasis is laid on the process of transformation of the English badges that emerged in the late 15th century at the time of the War of the Roses caused by the changes in noblemen's life.

Key words: *medieval times, heraldry, heraldic badge, England.*

UDC 061.23:316.42

Y. S. Sabadash

AURELIO PECHCHEYI AND "CLUB OF ROME

The article covers the transcultural character of non-political, informal organization «The Rome Club», which embodies the ideas of «the new humanism» by Aurelio Peccei. There reconstructed theoretical and practical steps by A. Peccei as for «the new humanism» to organizationally oriented «the revolution of humanism», which is aimed to settle the life of community.

Key words: *«the new humanism», «revolutional humanism», «The Rome Club», transcultural organization.*

UDC 28(477.7=14)"179/191"

O. S. Tuhvatullina

TRANSFORMATION OF RELIGIOUS LIFE GERMAN-SPEAKING POPULATION OF NORTH PRIAZOVYE (END OF XVIII - BEGINNING OF XX CENTURY

The article is devoted to the research of religions life of Germanyspeaking population on the North of the Priazov region and its role in forming religious situation in this region at the end of the XVIII – beginning of the XX centuries. Attention is given to the description of

the church mode and mutual relations between the representatives of other religious groups. It is marked that living on the territory of Ukraine, German colonians aimed to save their ethnic, culture and confession originality.

Key words: *foreign colonists, Germanyspeaking population, confessions, church, Catholic Church, diocese, consistory.*

UDC 377.5

V. V. Harabet

**PEDAGOGICAL SYSTEM OF VOCATIONAL AND ARTISTIC EDUCATION:
FROM ANTIQUITY TO THE PRESENT**

The article deals with the formation process of pedagogical systems of professional artistic education in antiquity and their influence on modern systems, and also there is shown the component analysis in comparison with ancient pedagogical systems of professional education.

Key words: *antiquity, education, educational system.*

UDC 792.01

S. M. Holodynska

**AESTHETIC AND ARTISTIC FEATURES
POLYPHONIC THEATER AS AN ART FORM**

Aesthetical and artistic peculiarities of the theatre as a polyphonic art have been characterized. It was pointed out the main trait of the theatre was artistic and specific synthesis joining space and time, picturesqueness and expression, thematic concretion and symbolic generality.

Key words: *theatre, opera, ballet, comedy, tragedy, the drama, decoration, pantomime, line of character.*

SOCIOLOGY

UDC 316.613: 94(477)"1941/1945"

E. G. Pozdnyakova- Kirbyateva

**EMPIRICAL STUDIES OF LOGIC RATIONAL-AND SENSORY-EMOTIONAL
COMPONENT OF IMAGE OF THE GREAT PATRIOTIC WAR
IN MEMORIAL MASS**

Article is devoted to the study of images of historical memory. The author presents the results of empirical research into flight image of The second world war in the popular consciousness of the Central and South-Eastern regions of Ukraine.

Key words: *images of historical memory, the great patriotic war, the mass consciousness, rational, emotional, empirical studies.*

UDC 316.28:316.723

B. V. Slyuschynskyi

COMMUNICATION AS AN IDENTIFICATION OF MODERN SOCIO-CULTURAL REALITY

The article investigates the interaction and interdependence of communication and cultural environment. The problems of their mutual development in different historical eras.

Informed that from the social and cultural space in which there are members of the society depends on functioning and development of society, its communicative features.

Key words: *communication, social and cultural space, communication features, social space, and culture.*

UDC 364.01:159.922.4(477)

T. V. Cherepanova

MENTAL-ETHNIC GROUNDS OF SOCIAL ASSISTANCE IN UKRAINIAN CULTURE

The article deals with topical issues of mental-ethnic basis of mutual aid in the Ukrainian culture. The essence of the ethnic mentality is revealed as a dynamic, thoughtstructure, which manifests itself in values and behaviour. The specific features of the Ukrainian mentality underlying the community of mutual aid.

Key words: *social work, ethnic mentality, social assistance.*

UDC 316.77

V. M. Shcherbina

KIBERKOMUNIKATYVNYI CONTINUUM AS A FACTOR OF ANTHROPOLOGICAL

The article is about aspects of anthropological changes as a result of development cybercommunicative continuum. The author looks at the changes in the practices of corporeality in development of new information and social environment, focusing on the emergence of "digital human body".

Key words: *anthropology, sociology, identity, what gives corporeality, cybercommunicative continuum.*

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