

ISSN 2226-2849 JOURNAL of MARIUPOL STATE UNIVERSITY SERIES: PHILOSOPHY,
CULTURE STUDIES, SOCIOLOGY, 2012, ISSUE 3

Ministry of education and science, youth and sports of Ukraine
Mariupol State University

JOURNAL

of MARIUPOL STATE UNIVERSITY

SERIES: PHILOSOPHY, CULTURE STUDIES, SOCIOLOGY

COLLECTION of SCIENTIFIC WORKS

Editor-in-Chief, corresponding member of NAPS of Ukraine, D. Pol., prof. K. V. Balabanov

Founded in 2011

ISSUE 3



MARIUPOL 2012

UDC 3(05)
ISSN 2226 - 2849

Journal of Mariupol State University
Series: philosophy, culture studies, sociology
Collection of scientific works
Issued twice a year
Founded in 2011

Edition is included in international, specialized, scientific metrical database

Index Copernicus International sp.z o.o.

Approved for publication by the Academic council of MSU (minutes of proceedings
No 8 from 20.06.2012)

Chief editorial board:

Editor-in-Chief – Corresponding member of NAPS of Ukraine, D. Pol., prof. K. V. Balabanov

Editor-in-Chief Deputy – Cand. Econ., prof. O.V. Bulatova

Members of editorial board: D. Law, prof. M. O. Baimuratov, D. Phil., prof. S. V. Bezchotnikova, D. Hist., prof. V. M. Romantsov, D. Cult. St., prof. Iu. S. Sabadash, D. con., prof. O. B. Alokhin

Series editorial board:

Executive editor – D. Cult. St., prof. Iu. S. Sabadash

Executive editor deputy – Cand. Art Hist., assoc. prof. H. I. Batyshko

Executive secretary – Cand. Hist., assoc. prof. Iu. V. Riabukha

Members of editorial board: D. Ph., prof. T. O. Andrieieva,
D. Ph., prof. Iu. L. Afanasev, D. Soc., Senior Researcher L. D. Bevzenko, D. Ph., prof. V. A. Bitaiiev, D. Ph., prof. M. T. Braterska-Dron, Cand. Ped., prof. V. H. Vytkaiov, D. Ph., prof. O. P. Voievodin, D. Ph., prof. A. A. Heresamchuk, D. Ph., prof. L. T. Levchuk, D. Ph., prof. V. A. Lychkovakh, D. Ph., prof. V. I. Lubskyi, D. Ph., prof. T. S. Olenich, D. Ph., prof. O. P. Polishchuk, D. Soc., prof. B. V. Sliushchynskyi, D. Soc., prof. V. I. Sudakov, D. Soc., prof. M. V. Tulenkov, D. Soc., prof. N. M. Tsymbaliuk, D. Soc., Senior Researcher H. Y. Chepurko, D. Ph., prof. M. M. Cherenkov, D. Soc., prof. V. M. Shcherbina

Founder – Mariupol State University
129a, Budivelnkyiv Av., 87500, Mariupol
tel.: (0629) 52-99-46, e-mail: ggu_kafedra_kid@mail.ru

Certificate of print media registration (Series KB № 17804-6654P from 24.05.2011)

Printed in 100 copies. Order No 256.2

Publisher «Printing House “Novyi Svit”» Ltd.
House No 2, Krasnomaiakhska Str., 875610, Mariupol; tel.: (0629) 41-35-13

Certificate of inclusion into Civil publishing State Register

ДК № 1792 from 20.05.2004

© MSU, 2012

CONTENTS

PHILOSOPHY

Voevodin O.P. THE ETHICAL CULTURE.....	5
Popovich O.V. HOLY LINGUISTIC PARADIGM OF THE GENDER ASPECT SN A CONTEMPORARY INDIVIDUAL SELF-IDENTIFICATION AND IN HANDLING THE DICHOTOMY OF “THE HOLY IMAGE – THE ANTSTYPE OF THE FULL-IN-CRIST”.....	5

CULTURE

Batycho G.I., Veliyeva O.R. SOCIAL NETWORKS AS A FORMING FACTOR OF POSITIVE IMAGE AND POSITIONING SPACE OF THE UNIVERSITY AT THE EDUCATIONAL SERVICE MARKET.....	5
Braterska- Dron M. SUBJECT APOCALYPSE IN CINEMA.....	6
Vytkalov V.G, Vytkalov S. V. THE INFORMATION SPACE OF THE MODERN RIVNE.....	6
Holovko O.V., Nikolchenko Y.M. BYZANTINE COMPONENT IN THE CULTURE POPULATION POHORYNNYA XI-XIII CENTURIES THE MATERIALS CHRONICLES CITIES DOROGOBUZH AND PERESOPNYTSA.....	6
Demidenko Y. FUTURISM OF THE MIKHAIL SEMENKO: A CURRENT VIEW.....	7
Zhukova N. POSITIVE AND NEGATIVE CUT ART SAMPLE "MATRIX": CULTURAL ANALYSIS.....	7
Kodieva O.P. TYPES OF ART AS AN AESTHETIC AND CULTURAL PROBLEM.....	7
Kudlay V. O. CULTURE OF ANALYSIS AND PROGNOSTICS ACTIVITY IN POLITICS.....	7
Matviichuk B. ADVERTISING IN THE CONTEXT OF PERSONIFIED APPROACH.....	8
Onishchenko I.G. PECULIARITIES OF BUSINESS COMMUNICATIONS BETWEEN PEOPPEL OF DIFFERENT CULTURES.....	8
Orehova S.E. MUSEUM AS MEANS OF FORMATION OF CORPORATE CULTURE AND REALIZATION OF COMMUNICATIVE POLICY OF THE ENTERPRISE (ON THE EXAMPLE OF THE UKRAINIAN STATE ENTERPRISE OF THE MAIL SERVICE "UKRPOCHTA").....	8
Petrova I.O. ORGANIZATION OF WORK WITH THE APPEALS OF CITIZENS IN LOCAL SELF- GOVERNMENT ORGANS: PROSPECTS OF DEVELOPMENT.....	8
Sabadash J.S. HUMANISTIC PEDAGOGY ORIGINS AND HISTORY OF FORMATION.....	9
Fedorov Y.V. MODERN SOCIAL AND CULTURAL ASPECTS OF THE PHENOMENON	

DEGENERACIES (DEGENERATION).....9

SOCIOLOGY

Bondarenko I.S.

PLACE MASS CULTURE IN THE DETERMINANT OF CONSUMPTION.....9

Ruchka A., Skokova L.

CULTURAL CAPITAL AND ITS IMPLEMENTATION IN THE MODERN UKRAINIAN
SOCIUM.....10

Sliushchinskyi B. V.

ETHNIC CULTURAL PRIAZOVYA COMMUNITY: INTEGRATION OR CULTURAL
OR MULTICULTURALISM?.....10

Tulenkov M.V.

FUNDAMENTAL PRINCIPLES OF ORGANIZATIONAL INTERACTION IN SOCIAL
MANAGEMENT.....10

PHILOSOPHY

UDC 316.74:234.2

O. P. Voevodin

THE ETHICAL CULTURE

In the article the ethical culture of the individual and society, their relationship, ethical values and ideals. Ethical Culture Society is determined on the one hand, the ethical culture of individuals, on the other, prevailing in this society, economic and political relations.

Key words: *ethical culture, moral values, society.*

UDC 316.72 (063)

O.V. Popovich

HOLY LINGUISTIC PARADIGM OF THE GENDER ASPECT IN A CONTEMPORARY INDIVIDUAL SELF-IDENTIFICATION AND IN HANDLING THE DICHOTOMY OF "THE HOLY IMAGE – THE ANTSTYPE OF THE FULL-IN-CRIST"

In the article profound regulations are analyzed, on the material of holonomic gender paradigm in self-cognition of a contemporary person, by means of dichotomy of "Saint's image-archetype of God's fool".

Key words: *Archetype, Saint's image, God's fool archetype, gender, self-cognition.*

CULTURE

UDC 337(495)

G. I. Batychko, O. R. Veliyeva

SOCIAL NETWORKS AS A FORMING FACTOR OF POSITIVE IMAGE AND POSITIONING SPACE OF THE UNIVERSITY AT THE EDUCATIONAL SERVICE MARKET

Under the conditions of the demographical fall, the competition in a contest for applicants among the Ukrainian higher educational institutions is increasing. Involvement by the internet-representations organization in social networks gives advantages in the competitive conditions of a modern market. Today these opportunities of internetcommunities widely realize large and average organizations and enterprises, ignoring the representatives of university press-services. Owing to such representations a higher educational institution can form its positive image, corporate culture and also provide informational services, improving its competitive positions at the educational service market at the same time. On the example of higher educational

institutions in Mariupol it is shown, which advantages an institution can gain from the using of internet-representatives in social networks.

Key words: *social networks, higher educational institution, educational service market, informational service, image, corporate culture, students of Mariupol.*

UDC 130.2+18

M. Braterska- Dron

SUBJECT APOCALYPSE IN CINEMA

The article deals with one of the most popular theme in cinema – nowadays – potential Apocalypse.

Key words: *cinematography, apocalypse, fantasy, films – warnings.*

UDC 66.4(0)

V.G Vytkaiov, S. V. Vytkaiov

THE INFORMATION SPACE OF THE MODERN RIVNE

Potential possibilities of informative space of Rivne area are examined, in particular magazines, publishing business.

Key words: *informative space, modern Rivne area, mass medias.*

UDC 903,2(477.81)”10/12”

O. V. Holovko, Y. M. Nikolchenko

BYZANTINE COMPONENT IN THE CULTURE POPULATION POHORYNNYA XI-XIII CENTURIES THE MATERIALS CHRONICLES CITIES DOROGOBUZH AND PERESOPNYTSA

In the X-XIII centuries Pogorynskaya volost, situated in South-West Russ on the rivers Pripyat and Goryn, formed part of Kyiv prince’s possessions. In «Povest Vremennikch Let» («The Annual Chronicles») goes back to 1097 year. Dorogobuzh and Peresopnytsia was the center Pogorynskaya volost for about 250 years.

Archaeological materials from Dorogobuzh and Peresopnytsia shows the influence of Byzantium on Pohorynsku Parish of Kievan Rus in the XI-XIII centuries.

In the second half of the XII century the Church of Rest was built in Dorogobuzh according to the Byzantine architectural traditions.

Key words: *Byzantium, North Black Sea, Pogorynskaya volost, Dorogobuzh, Peresopnytsia, Archeological findings, Church of Rest.*

UDC 316.9:159.9.019Semenko

Y. Demidenko

FUTURISM OF THE MIKHAIL SEMENKO: A CURRENT VIEW

The life and work of M. Semenko - famous Ukrainian poet and art theorist is analyzing in this article. Contradiction aesthetic and artistic pursuits of the poet were identified.

Key words: *art, avangardizm, futurism, kvero-futurism, panfuturism.*

UDC 792.2(546.37)

N. A. Zhukova

POSITIVE AND NEGATIVE CUT ART SAMPLE "MATRIX": CULTURAL ANALYSIS

A film «The Matrix» (L. and A. Wachowski) is analysed in the article. The film is analysed from positions of philosophy of culture, it becomes firmly established that there are many senses in the film (great number of kodas; in a film philosophy Pythagoras, Fales, Platon is interpreted; biblical legends are also interpreted.

Keywords: *matrix, virtual world, simulyakr, hologram.*

UDC 792.2(546.37)

O. P. Kodieva

TYPES OF ART AS AN AESTHETIC AND CULTURAL PROBLEM

The problem of variety of kinds of art is being analysed as aesthetical and culturological. The author gives accent to necessity of making and preserving inner structure (pivot) of a kind of art. This structure represents a sense of life.

Key words: *kind of art, inner structure, sense of life, information, classification, art image, cultural and historical development.*

UDC 303.444

V. O. Kudlay

CULTURE OF ANALYSIS AND PROGNOSTICS ACTIVITY IN POLITICS

The article is devoted to the cultural analysis and prognosis in politics, the essence of culture, its history and development, principles and features are determined.

Key words: *analysis, prognostics, political analyst, political culture, analytical and prognostic activity.*

UDC 94:264

B. Matviichuk

ADVERTISING IN THE CONTEXT OF PERSONIFIED APPROACH

The article analyzes the process of attracting well-known European and American artists to create advertising, search esthetic and expressive means of "promotional product's" influence on consumers. The theoretical material is presented considering the possibilities of personified approach.

Key words: advertising, personified, creation, esthetic and expressive means.

UDC 316.77

I. G. Onishchenko

PECULIARITIES OF BUSINESS COMMUNICATIONS BETWEEN PEOPLE OF DIFFERENT CULTURES

This article is devoted to analysis of some peculiarities of business communications between people of different cultures. It is shown, that cross-cultural communication can be the means of improving business efficiency, reduce conflict in business transactions and the emergence of trust.

Key words : communications, culture, communication between people of different cultures, cultural distinctions.

UDC 172:331.108

S. E. Orehova

MUSEUM AS MEANS OF FORMATION OF CORPORATE CULTURE AND REALIZATION OF COMMUNICATIVE POLICY OF THE ENTERPRISE (ON THE EXAMPLE OF THE UKRAINIAN STATE ENTERPRISE OF THE MAIL SERVICE "UKRPOCHTA")

In the article the role of a museum of the enterprise in the course of formation of corporate culture is considered. The purposes and stages of creation of a museum of mail on the basis of the enterprise – USEMS "Ukrposhta" are considered.

Key words: communicative policy, museum, museum funds, cultural and educational activity.

UDC 352.077

I. O. Petrova

ORGANIZATION OF WORK WITH THE APPEALS OF CITIZENS IN LOCAL SELF-GOVERNMENT ORGANS: PROSPECTS OF DEVELOPMENT

Directions of work improvement with the appeals of citizens, in particular strengthening of control after the repeated appeals, creation of Central supervisory service on the base of the

department on work with the appeals of citizens, use of electronic appeals and granting them a right of official record status were determined in the article.

Key words: *appeals of citizens, Supervisory service, electronic appeals of citizens, local self-government organs.*

UDC 130.2(450) «14/15»

J. S. Sabadash

HUMANISTIC PEDAGOGY ORIGINS AND HISTORY OF FORMATION

The article views the Italian pedagogy of the Renaissance (the end of the XIV-XV centuries). It is marked that namely in this period there were written the majority of the treatises dedicated to the problem of upbringing, there has formed a pedagogical idea of Italian humanism as a social phenomenon and there also appeared humanistic schools.

Key words: *humanism, hedonism, upbringing, art, aesthetic categories.*

UDC 130.2:111.84

Y. V. Fedorov

MODERN SOCIAL AND CULTURAL ASPECTS OF THE PHENOMENON DEGENERACIES (DEGENERATION)

The analysis of a phenomenon of degeneration staticized in social-cultural sphere on a boundary of XX - the XXI-st centuries is given in article. The given phenomenon in the present paper is considered in a context of global axio-anthropological and cultural crisis of a modern technogenic civilization.

Key words: *anthropological crisis, social-cultural sphere, values, art, a phenomenon, degeneration, a degeneration, a negative.*

SOCIOLOGY

UDC 316.334.2

I. S. Bondarenko

PLACE MASS CULTURE IN THE DETERMINANT OF CONSUMPTION

In the article the origin, meaning and essence of popular culture. Semiotics cycle values, meanings, values brought into the present phenomena such as kitsch, glamor, ostentatious consumption. Distribution of mass consumer culture leads to massive relativization of moral and ethical principles, because there is a need to identify locations of mass culture in the determinant of consumption.

Keywords: *mass culture, consumption, Modern, Postmodern, kitsch, glamor, a demonstrative consumption.*

UDC 316.723

A. Ruchka, L. Skokova

**CULTURAL CAPITAL AND ITS IMPLEMENTATION IN THE MODERN
UKRAINIAN SOCIUM**

The article is devoted to studying the content, functions and development of cultural capital and its influence on public life. Comparative analysis of that conducted in this paper shows that the existing status groups differentiated not only by economic capital, but also by cultural capital.

Key words: *cultural capital, status groups, differentiation, Ukrainian society mental development.*

UDC 316.28:316.723

V. Sliushchinskyi

**ETHNIC CULTURAL PRIAZOVYA COMMUNITY: INTEGRATION OR
CULTURAL OR MULTICULTURALISM?**

The article deals with ethnic culture of the population of Pridnipro. The author tries to reveal the peculiarities in the relationship between the various ethnic entities that inhabit the region. The research results show a certain "cultural conflict", which is enhanced with modern globalization processes, as well as cultural integration and multiculturalism.

Key words: *Ethnic culture, cultural integration, multiculturalism, globalization, cultural conflict.*

UDC 316.422.42

M.V. Tulenkov

**FUNDAMENTAL PRINCIPLES OF ORGANIZATIONAL INTERACTION IN
SOCIAL MANAGEMENT**

This article offers a sociology-based principles of forming the organizational interaction of the subjects and the objects of social governance in the transitional society.

Key words: *principles of the organizational interaction in social governance, subject of social governance, object of social governance, mechanisms for the interaction of the subject and the object of social governance.*

Ministry of education and science, youth and sports of Ukraine
Mariupol State University

JOURNAL
of MARIUPOL STATE UNIVERSITY

SERIES: PHILOSOPHY, CULTURE STUDIES, SOCIOLOGY
ISSUE 3

Editor-in-Chief, corresponding member of NAPS of Ukraine, D. Pol., prof. K. V. Balabanov

Series editorial board:

Executive editor – D. Cult. St., prof. Iu. S. Sabadash
Executive editor deputy – Cand. Art Hist., assoc. prof. H. I. Batycho
Executive secretary – Cand. Hist., assoc. prof. Iu. V. Riabukha

Founder – Mariupol State University
129a, Budivelnykiv Av., 87500, Mariupol
tel.: (0629) 52-99-46, e-mail: ggu_kafedra_kid@mail.ru

Certificate of print media registration
(Series KB № 17804-6654P from 24.05.2011)
Printed in 100 copies. Order No 256.2

Publisher «Printing House “Novyi Svit”» Ltd.
House No 2, Krasnomaiakhska Str., 875610, Mariupol; tel.: (0629) 41-35-13
Certificate of inclusion into Civil publishing State Register
ДК № 1792 from 20.05.2004

Printed in authors' edition from authors' original models
Editors are not liable for authors' style in articles