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UDC 316.772.5

**Y. L. Afanasyev**

**INFORMATION AND ENTROPY IN CONTEMPORARY CULTURAL SPACE**

*The article is an attempt to describe the current state of the relationship between information and entropy in the modern cultural space, to identify areas of entropic tendencies in the modern world and to prevent the consequences of their "unconscious".*

*Keywords: information, entropy, information society and cultural environment*

UDC 316.77:004.738.5

**I. G. Onishenko**

**INTERNET TECHNOLOGY FOR FORMATION OF POLITICAL CULTURE**

*The article is focused on the Internet as an effective channel of political communication, examines various aspects of the impact of Internet technologies on the formation of political culture.*

*Keywords: Internet, communication, political culture, media, and manipulation*

UDC 171.023

**O. P. Polishchuk**

**THE WORLDIN VALUES OF THE "AESTHETICAL PERSON" AND "STANDARDIZED PERSON" OR PHENOMENON OF 'AESTHETICAL SENSITIVITY'**

*The article is devoted to the problem of the aesthetical main feature of the Ukrainian national character which determined the art national culture. Also it is considered the domination of beauty's ideal in the Ukrainian aesthetical and artistical tradition.*

*The author considers extraordinary thinking as thinking in values has the great influence to Ukrainian national character and Ukrainian national art. Its thinking has the simultaneous use of the strategies of artistic, philosophical and magical thinking as their synthesis. Such thinking in values always brings with a subtle experience of 'aesthetical sensitivity'. The development of 'aesthetical sensitivity' is its courser but not sentimentalism as main feature of the Ukrainian national character.*

*The world-outlook and value orientations as the main features in person's thinking in values by such Ukrainian painters as Maria Prymachenko, Kateryna Bilokur and Tetyana Yablonska and others are researched in this article too.*

## CULTURE

UDC 070.489:7 «192»

**G. I. Batychko**

### UKRAINIAN CULTURAL SPACE OF THE FIRST QUARTER OF THE 20TH CENTURY IN THE MIRROR OF ART PERIODICALS

*In terms of the cultural space transformation art becomes one of integrating factors that can ensure the formation of a new paradigm of philosophy. That is why the debates on the pages of art periodicals are important material to identify the parameters of the structuring of new art system and aesthetic tastes. Formation of Ukrainian cultural space of the first quarter of the 20th century was occurred in acute controversy between the representatives of the European type aesthetic and supporters of revolutionary art of ideological orientation. Institutionalization of art movement in the form of unified artistic unions became the evidence of formation of the cultural space of totalitarian type.*

**Key words:** *Artistic Union, art periodicals, aesthetics, ideology, totalitarianism, paradigm.*

UDC 394:6(477)+316.723

**O. S. Gulaya**

### SACRIFICE TRADITIONS AS GREEKS ETHNIC CONSCIOUSNESS CULTURAL CODE IN UKRAINE

*We consider the components of ritual sacrifice, which determine the specificity of the awareness of the religious traditions of Greek Ukraine's population.*

**Key words:** *ritual, religion, traditional culture, ethnicity.*

UDC 929: 316.7

**L. G. Dablo**

### ROLE OF D.M. OVSYANIKO-KULIKOVSKY IN CULTURAL AND EDUCATIONAL PROCESS IN UKRAINE AT THE END OF XIX - EARLY XX CENTURY

*The article analyzes the journalistic activity D. Ovsyaniko-Kulikovskii, characterized educate scientists and investigated its role in the cultural and educational process in Ukraine at the end of XIX - early XX century.*

**V. O. Kudlay**

**LIBRARIANSHIP DEVELOPMENT IN UKRAINE:  
THEORETICAL, LEGAL AND CONTENT BASES**

*The article is devoted to the theoretical, normative principles and content development of libraries management in Ukraine. The principles of librarianship considered as a system.*

**Keywords:** library management, library, library science, library activities, library system.

UDC 930.2(477)''16/17''

**Y. M. Nikolchenko, T. M. Nikolchenko**

**BAROQUE TRADITION COSSACK CHRONICLE IN IMAGES BATTLE  
BERESTECHKO**

*Baroque picture of the Battle of Beresteczko 1651 occupies an important place in the Cossacks' Chronicles, Gregory Hrabianka and Samiylo Wieliczka.*

**Key words:** National Liberation War of the Ukrainian people 1648-1658 biennium, the battle Berestechko, Cossack 'Chronicles, Gregory Hrabianka and Samiylo Wieliczka, Ukrainian baroque culture.

UDC 659.136.1:656.835.111

**S. E. Orehova**

**SOCIAL ADVERTISING POSTAL-CHARITY STAMPS OF THE RUSSIAN EMPIRE**

*Based on the analysis of issuance of postage stamps charity considers the influence of advertising and informational factors on the effectiveness of charitable organizations and unions regarding aid affected citizens in military conflicts.*

**Key words:** charity, stamp, poster, social advertisement.

UDC 355.134.2

**Y. V. Ruabukha**

**VICTORIA CROSS: HISTORY AWARDS**

*Article is devoted to the highest British award received for valor on the battlefield. Studied the causes of awards, the history of its development and examples of awards.*

**Key words:** *faleristics, United Kingdom, Victoria Cross.*

UDC 379.85

**Y. S. Sabadash, O. S. Gavenko**

### **ETHNO-CULTURAL TOURISM: PECULIARITIES AND FUTURE PROSPECTS**

*The problems and future prospects of ethno-tourism, one of the most popular directions of modern tourism, are analysed. It is pointed out that the increase of the excursion attractiveness of countries and regions is a very important problem of ethno-tourism. Two basic directions of ethnotourism are characterized: the first one, traditional, that suggests getting acquainted with the culture and way of life of the nations that lived before us, and the second one, nostalgic, is characterized by the person's desire to visit the native land of ancestors and get to know the history and culture of those places. It is emphasized that the search and introduction of new models and instruments of the interaction between many components of the ethno-cultural tourism's process are of current importance.*

**Key words:** *cultural tourism, ethno-tourism, recreational resources, resource potential, ecodefense approach.*

UDC 929Peretz

**N. V. Stakhiyeva**

### **THE CULTURE ACTIVITY OF V. N. PERETZ IN THE CONTEXT OF THE UKRAINIAN NATIONAL IDEA LATE XIX – EARLY XX CENTURY**

*Considered an outstanding figure of the scientist, academician, collector of literary monuments - Vladimir Nikolayevich Peretz. Investigated his activity on the background of culture cultural-historical development and the struggle of the Ukrainian national idea of the late XIX - early XX century. The role of V. N. Peretz in the revival of Ukrainian culture and transfer of intellectual and cultural heritage for future generations.*

**Keywords:** *ukrainian culture, national idea, cultural revival, cultural heritage.*

UDC 008:379.85

**L. Ustymenko, O. Kuznetzova**

### **DANCING TOURISM ES A SPECIAL TURN ON THE MARKET OF THE WORLD**

*In the article a concept is examined that social functions of dancing tourism. Classification of dancing tourism is presented. Description is given to the basic centers of dancing tourism.*



*Keywords: dancing tourism, social functions, classification of dancing tourism, centres of dancing tourism.*

## **SOCIOLOGY**

UDC 297-055.2(55)

**T. S. Olenich, C. A. Trima**

### **GENDER ASPECT OF ISLAM PHILOSOPHICAL (THE CASE OF THE ISLAMIC REPUBLIC OF IRAN)**

*The Muslim ethno-cultural stereotype image of life (in Iran) or a woman in modern Iran are under examination in the article. The relations between a woman and a man as well as their marriage are analyzed in the article. Iranian marital relations are based on the principles of transparency, voluntary and compulsory payment of her husband a gift. Entering into a marriage, a woman also gets not only duties but also extensive rights. A woman has the right to food, shelter and clothing, the quality of which should be equivalent to what he enjoys the husband. The husband is obliged to support his wife, while a woman only when he wants, can make money, often spending only on their needs, clothes and cosmetics. As for the duties of the wife towards her husband, she should love and respect him, to be attached to it, raise children, to help manage the economy and protect their honor. It should be noted that the Muslim woman is the rightful owner of property that belonged to her personally. So, Iranian woman have a rather wide number of rights and duties and her natural dignity in any case isn't humiliated by a man.*

*Key words: Islam, a woman, marriage, Quran, rights and responsibilities*

UDC 316.28:316.723

**B. V. Sliushchinskyi**

### **THE PHENOMENON OF INTERCULTURAL COMMUNICATION: THE SOCIOLOGICAL ASPECT**

*Of the article examines the phenomenon of intercultural communication, its theoretical and methodological principles. The author proves that communicative phenomena have attracted the attention of specialists of different humanitarian Sciences and information theories. It is on the basis of these Sciences is contemporary knowledge about communication. And today her research gravitate to the creation of special sociological theory of "sociology of intercultural communication".*

*Keywords: intercultural communication, communication features, social space, amal'gamaciâ, akul'turaciâ.*

### **AXIOLOGY SOCIOCULTURAL GLOBALIZATION**

*The problem of the global culture and global values are under examination in the present article. The article is based on a number of publications made by foreign and native scientists. According to the majority of the scientists the global culture is a phenomenon of the modern world which has been caused first of all by the technical progress and by the opportunity to overcome the cultural diversity. One of the factors affecting the process is the spreading of the global language. In fact they say some categories of the population are now most globalised. One can see journalists, bankers, programmer and students among them. A number of specialists are more skeptical. The globalization has been changing the world since the beginning of the century. But the changers themselves are always stopped on the level of domestic traditions and values. So, the sociocultural globalization changes our lives but it can propose any values which can be spread throughout our planet.*

**Key words:** *the globalization, the global culture, the global language, traditional values, the way of life.*

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