

ISSN 2226-2849

JOURNAL of MARIUPOL STATE UNIVERSITY. SERIES: PHILOSOPHY. CULTURE STUDIES. SOCIOLOGY, 2014. ISSUE 7

Ministry of education and science 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 7



MARIUPOL – 2014

ISSN 2226-2849

JOURNAL of MARIUPOL STATE UNIVERSITY. SERIES: PHILOSOPHY. CULTURE STUDIES. SOCIOLOGY, 2014. ISSUE 7

UDC 3(05)

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.
Russian sciences citation index
Digital library Cyberleninka

Approved for publication by the Academic council of MSU (minutes of proceedings No 10
from 19.06.2014)

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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

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PHILOSOPHY

UDC 165.2

O. P. Voievodin**INFORMATION AND SENSE**

The purpose of the publication is to research the system correlations of epistemological categories “information”, “knowledge”, “understanding” and “sense” in the logic description of stages changing which complicate the reflection processes and transform it into an axial vector of matter self-development. Consecutive application of principles of teleological analysis, sensationalism and socio-centrism allowed overcoming methodological drawbacks of determinism, anthropocentrism and rationalism in the interpretation of knowledge processes and it also allowed to reveal methodological insolvency of the concept “ideal” in psyche and consciousness explanation. A functional approach to understanding of information essence limits it by “packing” form of the message material carrier whereas its informative and axiological layers are interpreted by means of the category “sense”.

Key words: knowledge, information, reflection, understanding, sense, advisable activity.

UDC 32.001.18

I. G. Onishchenko**FORECASTING IN THE ERA OF GLOBALIZATION**

The article analyzing the basic tendencies of modern political forecasting. It is shown that the main task of political scientists during globalization raises precautionary development knowledge and explanation of acceptable alternatives to the desired future. Proven that political forecasting based on consideration of the known patterns and trends of social development has a significant impact on political processes, events and phenomena as politics – a system for dynamically evolving and changing. It is noted that in the last decade, political scientists focused attention on the phenomenon of the global world. Scientists are trying to understand and predict the effects of long-term processes of globalization that is with them largely connected as the fate of mankind and the fate of individual countries. Global problems that are facing humanity are united in three groups. The first section includes inter-social problem – economic and political inter-state cooperation - global security, globalization and political power structures of civil society, a new world order and more. The second - ecological and social – environmental pollution, and necessary natural resources (raw materials, energy and food). The third – the problem of the interaction of man and society – population growth, public health, education and science. Nanoengineering, genomic, nano medical, information and media technology, and neurochip technology, virtual reality and artificial intelligence can discover new realities in the world of science this century. It is proven that that the most difficult problems in terms of their impact on society of risk will in the future not only technological or scientific problems. It's really difficult turns complex social, political and ethical issues. In the center of this complex problem the question: Can the leaders of nation-states in the world be very prudent and willing to cooperate to timely adopt and apply management solutions that effectively erect risks of using nanotechnology to

minimize or altogether will prevent them from occurring. Separately, stressed the need to pay attention to the phenomenon of global power, priorities, which may not reflect the priorities of the people if they do not have the necessary tools of control and influence. It is noted that the global power more able to be totalitarian, preferring the use of direct violence against the law.

Key words: forecasting, global problems, risk society, global political forecasting, synergy.

CULTURE

UDC 378.0(477)

G. I. Batychko

FEATURES OF THE NATIONAL EDUCATIONAL SPACE OR CHOICE UNDER UNCERTAINTY

The formation of information society is accompanied by the transformation of the global socio-cultural space that affected also the reformatting of educational system. Educating of personality which is able to self-development and educational training diversity are the main features of educational space of transition time that leads to updating various forms of distance learning. Global trends find the specific outlook on national ground. In the conditions of the uncertainty level increasing caused by the complexity of the socio-political situation, the choice of future profession replaced by choice of university that can provide the most complete set of educational services. Increased competition between Ukrainian universities requires innovation development and systematic implementation of information technologies either to ensure the integration into the European educational system, or to create a viable educational system of fundamentally new type.

Key words: information society, cultural space, the paradigm, the educational system, distance learning.

UDC 72(477):929Pavlucky

O. V. Bohatikova

CHURCH ARCHITECTURE UKRAINE XVII - XIX CENTURIES. IN THE CREATIVE HERITAGE OF G. PAVLUTSKY

In the present article the author characterizes the main works of G. Pavlucky about wooden and stone church architecture. The author pointed features of architecture, which got into the field view of the researcher. She also focuces on the conclusions made G. Pavlucky relatively origination of church architecture.

Key words. Church architecture, architecture, temple, sacred building, icon screen.

UDC 008: 316.73

O. V. Borshch**CONCEPTUAL APPROACHES TO THE PROBLEM OF CULTURAL DYNAMICS IN CULTURAL STUDIES**

The modern period of development of the world community marked by the changes taking place in all spheres of public life. The subject of the article is to identify the dynamic nature of cultural change, which directly determine the development and function of culture. The ame of the article is to examine and organize major cultural works that address the cultural dynamics.

Changes are inherent characteristic of culture, combining both internal temporary transformation of cultural phenomena and external interacting. They occur with unprecedented speed and relate the dynamics of culture in the region the most significant sections of Cultural Studies. In the theory of culture there are many different approaches to the study of the dynamics of the phenomenon of culture. Researchers in most cases have a common view that the basis of all cultural processes constitute certain trends that we are seeing changes in the relationship between culture and the very different driving factors or mechanisms of social culture.

The dynamics of culture is primarily manifested in the cultural process that occurs with the elements of culture throughout human history. Culturologists laid holistic cultural process such constituent processes as evolution, emergence, diffusion, acculturation, integration, etc. .

The cultural process may be defined as the interaction in the system elements, wherein each element affects the other, and those in turn, act on it.

In the scientific literature, the concept of "cultural dynamics" began actively used during the second half of the twentieth century. Today in the world of scientific thought has developed an extensive conceptual system of ideas, beliefs and concepts by which we can give a scientific and philosophical interpretation of the dynamics of culture from different perspectives, both from a pattern of evolutionary change, historical development, and from the standpoint of contemporary postmodern theory fragmentation of the cultural dynamic fields. Analysts agree on the significance of linear vectors of dynamic changes. However, it is not the sole and leading principle. Its complementary phase, cyclic or landmark changes that form a wave or circular development. Such changes lead to the enrichment culture and differentiation. Sometimes the reverse is also possible results that facilitate cultural life, leads to the decline and degradation, and eventually come to the critical point - a cultural crisis.

Among the cultural studies that pay attention to the importance of the problem of determining the dynamics of culture, there are different approaches. Researchers identify the following changes: innovation, cultural heritage, transmutation, cultural diffusion (borrowing), the transformation of cultural forms, reinterpretation, synthesis. These types of cultural dynamics follow a linear development, as opposed to the linear concept, widespread ideas cyclicity, where researchers discover rhythms series with two, three, four or more phases in simple and complex socio-cultural processes.

Cultural changes are manifested in a variety of sequences, spirals, the cycle, the shuttle (inversion) and chaotic motion. Cyclic movement was noted in the arts - P.Sorokin, in economic processes –M. Tugan-Baranovsky, N. Kondratyev, J. Schumpeter, cultural patterns - A. L. Kroeber; in the history of the operation of large socio-cultural systems and supersystems - O. Spengler, A. Toynbee, P.Sorokin, A. Toffler et al.

It may be noted that in recent years more and more attention is given to developing a synergistic approach to the assessment of cultural change. Most detail he developed in the works of A. Akhiezer, E.Knyazeva, S.Kurdyumov, G.Malinetskiy et al .. Synergetics provides a new model of the world, and undermines the settled view of history from the standpoint of stage-

linear concepts. The wide range of descriptions of problems sociocultural dynamics that we presented in outline, showed only some approaches to its definition. In this vein, it should be noted that the dynamic processes in the culture - and multifactorial phenomenon are complex. Researchers offer their model describing the dynamic changes that occur in culture.

Key words: *cultural processes, cultural changes, the dynamics of culture.*

UDC 371.036([470+571]+477)

N. V. Vinokurova

SOCIOLOGY OUTERLOOK AT ITSELF (RUSSIAN EVOLUTION OF AESTHETIC EDUCATION IN XIX - XXI CENTURIES)

Having two-year work experience in Russian Federation, the author studied a long period of branch education system transformation, based upon the influence of inner and outer factors, coming out of such sources mix as - specific human personalities, Russian Federation social institutes and also two main structures: traditional school education and additional (aesthetic one) integration. These two kinds of education systems, having common basis and being in the permanent shaky position by themselves, have changed in to new quality education structures, with their regional and national specifics in the area of federal state and got the approval and support by federal law and two generations of federal standards.

Additional education was in the proces of permanent transformation during 80-year period from 1936 till 2015 and now it shows brand new musical aducaion ideas of absolutely new quality, which were organically adopted by the school system.

The idea of three-component programm (word-music-dramaturgy), which was presented in «Peter and the wolf» - Sergey Prokofiev's symphonic tale, was transfigured in to six-component one by Dmitrey Kabalevsky, together with USSR scientific and pedagogical academy in (1970-th).

It's taken 34 years to make the first and 20 years second steps of this idea transformation: which moved from «music idea» to the wider perspective- the «idea of art». The third one, was made in following 23 years (1992-2015) also. It's turned into an absolutely new school education structure, called - additional education system, using a set of totaly independent subjects and is based upon the transfigured mix of D. Kabalevsky programmes and old school aesthetic classes experience. This way, we can come to conclusion, that two educaton structures in Russia- academic and additional one, exist and come together, criss-crossing and supporting each other on the sub-subjective connections level. This kind of experience also exists in Ukraine.

Key words: *five stages of the evolution;actors' ideas transformation;innovation methodologes' projection;intelectization and socialization of individuals and schoole society groups;interchangeble structure transformation, both interchangeble and intermiduate;editional education, as a solid school structure;non antagonistic but a frameworke structure of the USSR Russia - Ukraine methodologes education;microlevele education active vibratios.*

UDC 91.66 (477.81)

S. V. Vitkalov

**«ART JAZZ COOPERATION» AS A FORM OF REVIVAL OF TRADITIONS
JAZZ PERFORMANCE: CULTUROLOGICAL ASPECT**

The problem of functioning of jazz art is analysed, in particular in the conditions of organizational measures - festivals «Art Jazz Cooperation», that will get organized quite a bit time in cities Rivne and Lutsk.

Key words: jazz, international to jazz of festivals on Volyn, performer, evolution of artistic practice.

UDC 792(477.6-2Mar)“192/193”

O. O. Demidko

**THE FEATURES OF FORMATION THEATRICAL CULTURE
MARIUPOL 20-30-IS OF XX CENTURY**

The article is devoted to the features of formation of Mariupol Theatre in 1920-1930. The author explores the general trends of the theater, the main problems and their solutions in a given period. After the revolutionary events and the establishment of Soviet power in the city began a new stage in the history of theater Mariupol. Mariupol became the scene of violent clashes, theatrical life in the city has been uneven, and in extremely difficult conditions. The article deals with the role of the corpse of the other city, characterized by restoration of its own theater. Particularly fruitful for the artists from other theaters began in 1930 in the city visited Russian Drama Theatre (artists from Leningrad and Moscow theaters), Ukrainian mobile opera, Ukrainian State Drama Theatre.

Zankovetska. In Mariupol theater building required renovation. But not all the performances were held at a high level. On stage often met hackwork. Sufficiently severe condition of the Winter Theatre helped create in another scene – Summer. Theatre in the city park. The summer of 1934 in eastern Ukraine toured Leningrad Bolshoi Drama Theater. He ended up touring in Mariupol. But while Winter Theatre demanded reconstruction, so take our dear guests had nowhere. Then pledged Mariupol - 45 days to build in the city park of culture and recreation summer theater. The new theater was built June 25, 1934.

But city authorities have promised to restore the ruined Winter Theatre. The restored theater was opened March 14, 1936. Artistic director became Smirnov, chief director A. Iskander. Opening of the theatrical season was held on March 24. At the same time, the city created a theater troupe. In theater artists came from Moscow, Leningrad, Kiev. The theater's repertoire consisted of the best plays of Soviet drama, «The Aristocrats» N. Pogodin, «Plato Merlin» Kornejchuk, «Wonderful fusion» Kirshon W., «Home life» L. Pershamajski. Prominent place in the repertoire of the theater takes a classic: «The Bride», «Anna Karenina» «Boris Godunov». Residents of the city very fond of the theater. At first performances were sold almost all tickets. In 1938, the chief director of the theater becomes Honored Artist of the RSFSR Anatoly Stepanovich Khodyreva. Theatre gets the name Vsedonetsky Music and Drama Theatre. In his repertoire - the works of Russian and Soviet classics. Among them, «The Forest» by A.

Ostrovsky, «Optimistic Tragedy» Vishnevsky. Theatre toured the cities of Donetsk and Voroshilovgrad areas visited Kharkov.

The author concludes that features theatrical culture Mariupol 20-30th years of the twentieth century was the desire to see the artists in major theaters, a high level of interest and attendance of the theater. In this period was often observed manifestation of hackwork in performances of actors . That is why in 1930, more acutely the question of restoring the theater in Mariupol.

Key words: *New Theatre, Winter Theatre, touring, hackwork, Vsedonetsky Music and Drama Theatre.*

UDK 792.7(477)''197/198''

Y. P. Drabchuk

UKRAINIAN SONGS STAGE IN THE 70-80 YEARS OF THE XX CENTURY

The article highlights the features of development in the work of pop song Ukrainian leading composers of the 70 - 80 years of the XX century. The influence on modern pop art is marked. Bards analyzed as a component of the counter culture.

It is marked that there started a new stage in the formation of the pop song repertory which differed from the previous one by the substantial changes in the genre fullness, functional peculiarities and new performance presentation and great number of Ukrainian pop songs favoured the development of TV, improvement of the sound-recording and sound-producing equipment, the appearance of the electric music instruments. Everything favoured the appearance of a great number of amateur pop groups – one of the signs of a new period of development of the pop art development in music.

Key words: *song, vocal and instrumental ensembles, the Ukrainian composers, pop-vocal genre, amateur song, jazz band, "theater songs."*

UDC 81'25

Eu. Zharkova, M. V. Nikolchenko, T. M. Nikolchenko

TRANSLATION AND CULTURE INTERACTION

The article proposes the analysis of some pragmatic aspects of translation. Translation is considered as the bilateral process that presupposes bilingual and bicultural interlinks. The authors describe close relation of translation to linguistics and to philosophy, cultural studies as well. Translation practice is deeply rooted in culture. There are a lot of theoretical problems which need comprehension since Aristotelian studies: firstly understanding of the text by the addressees – representatives of different cultural patterns; secondly the minimum translator's background knowledge and others.

The authors claim that translation should be considered as specific complex activity based on culturally regulated relations. To comprehend translation it is significant to take into account

the fact that language does not belong to culture. It is a means of social communication and not a part of culture. Language and culture are the phenomena of a basically different character. Language can be regarded only as “an implement” of culture. Interaction of language and culture has always been topical issues of linguistics, psychology, psycholinguistics (see works of A. A. Potebnya, R. Jakobson, W. von Humboldt). Being relatively separate phenomena language and culture are linked by meaning of language signs which provides ontological unity of language and culture. The authors concentrate on the analysis of English-speaking world. It is justified by the fact that Modern English (at least some of its variants) has become “a key language” of the 20th-21 centuries. Nevertheless, the role of other the UNO official languages are gaining significance in the world communication.

Key words: translation, pragmatic aspects of translation, language representation of the world, the cultural component (aspect) of meaning, studies of culture, cultural names, a foreign name (word), an idiom, translation of loan words, analogue, background knowledge.

UDC 72.012.6(477-25)

D. O. Kostenko

PECULIARITIES OF THE DESIGN OF THE FACADE CONSTRUCTIONS OF KIEV SITE DEVELOPMENT IN THE WORKS OF THE NATIVE AND FOREIGN SCHOLARS

The article considers the features of design facade compositions of building environment city Kyiv in labours of domestic and foreign researchers. The investigation showed that the problem of the formation of the design of the facade constructions is very little studied in the theory of design as well as in the theory of architecture on the whole. More over the problem of the facade itself is very little marked as a problem of cultural and historic in the architecture. To the problem of peculiarities of the facade constructions of Kiev applied Ukrainian and Foreign researchers. Namely, these are works by R. Arnheim, O. Gabrichevskiy, N. Grachova, M. Guseva, V. Makarevich, D. Malakova, A. Puchkov, A. Ryabushin, O. Serduk, V. Chepelik, D. Yablonskiy, V. Yarovoy, V. Yasievich and others.

Key words: architectural environment, facade, composition, towns bildings, design.

UDC 659.1(470+571)

T. V. Kushnaryova

FORMATION AND DEVELOPMENT OF NEW TECHNIQUES IN ADVERTISMENT IN RUSSIAN FEDERATION

This article attempts to analyze assumptions and sources of advertising in the retrospective aspect and development of advertising techniques on the information in the Russian Federation in all their diversity of expression today.

One of basic tasks of the advertisement production is an effort to attract citizens to consume one or other goods influencing their consciousness. The consumer of the advertisement

associates its with the certain ideas, images which interests him, along with he gets a positive attitude to the idea of the goods that are advertised. Later the advertisement directs to the development of the idea, which already identified with the goods and supported by the proper behaviour of the buyer considering the last one. The ideas itself which make the product become the part not only perception of the consumers but also their consciousness and the system of values which they are guided in their further behaviour.

Key words: *advertising, publicity technologies, non-standard advertising, Russia.*

UDC 687.016

M. V. Memarne

SHAPED FASHION TRANSFORMATION OF THE 20TH CENTURY

The article deals with the peculiarities of imaginative fashion transformations of the twentieth century. in culturological terms. The image is interpreted as a genre and species specification of fashion imagery, described categories: image-installation, image-transgression, image-imperative, as a component of any design process, any design clothes and any style.

Key words: *fashion, shape transformation, fashion images, figurative elements of fashion.*

UDC 930.2:327(477)''1648/1658''

Y. M. Nikolchenko, Y. M. Kochina

FOREIGN POLICY DOCUMENTATION OF THE UKRAINIAN COSSAKS DURING THE NATIONAL-LIBERATION WAR (1648-1658)

The National-liberation war the Ukrainian people fought in against domination by Rech pospolyta (1648-1658) played an important role in shaping the nationalstatehood/ Setting up of Het'manshina i.e. the Ukrainian Autonomy within Rech Pospolyta was its historic heritage. It was legally confirmed by provisions of the treaties with Polish-Lithuanian kingdom initiated by Bohdan Khmelnyts'ky and Ivan Vygovs'ky, namely Zboriivs'kyi (August, 1649), Bilotserkovskyi (September, 1651), Hadyats'kyi 9September, 1658). Het'manshchina government introduced an effective system of foreign activities which brought its official recognition in relations withEuropeanand Asian (Br.) countries.

This fact affirmed by documentary evidence of Het'manshchina foreign relations 91649-1658) with Rech Pospolyta, the kingdom of Moscow, the Ottoman Empire, the Crimeat Khanate, Sweeden, Prussia,volokhiya and transilvania (modern – day Romania), Semigraddya (modern – day Hungary), Moldovian principality, Persia, Holy Roman Empire (modern – day Austria). Het'manshchina internacional activities produced correspond-dingly the systemof documentation formed by Ceneral Army Chancellery. Documentacion system under review is a unigue complex documentation. The complex includes the following types of documents:

- diplomatic acts sources: inter-statetreaties, charters;

-

- *diplomatic sources: diplomatic correspondence, messages of the states' leaders, talks records, ambassadorial regulations, diplomatic accounts and records;*

- *diplomatic reports sources: memoirs, journals of Cossack diplomats.*

The authors of the article applied methods of classifying documents suggested by Ukrainian scholars N.M. Kushnarenko and H.M. Shvetsova-Vodka. The study and classification of diplomatic documentation (1649-1658) reveals full accord with the requirement of the state foreign policy. The documents include the following types: inter-state treaties and agreements, diplomatic correspondence, diplomatic regulations, diplomatic talks records, ambassadorial accounts and reports.

Thus we may claim that the study of foreign relations documents of the Ukrainian Cossaks during the National-Liberation war period (1648-1658) shows the result of socio-political changes that had taken place since declaration independence of Ukraine. This detailed study provides specialists in various domains of activities (politics, historians, law, economics, studies of culture,) with useful information which may offer a solution to problems in the context of dramatic challenges independent modern-day Ukraine has encountered.

Key words: *the Ukrainian Cossacks, National-Liberation war, Het'manshchina, foreign policy, foreign affairs and diplomatic documents, Ukrainian documentation, classification.*

UDC 738.1:65.012.32

T. S. Parkhomenko

HISTORY IN EUROPE COLLECTIBLE PORCELAIN

History of porcelain collections in Europe is regarded in this article. Main collections as the article's objects are: porcelain collection Medici, porcelain collection of August II, king of Saxony and Poland, porcelain collection of Karl Bourbon - king of Napoli and Sicilia.

Key words: *collecting porcelain, artifacts, historic and cultural values.*

UDC 738

A. V. Poplavska

SYMBOLS OF THE HOSPITALITY IN THE FESTIVE AND CEREMONIAL CULTURE

The article discusses the symbolism of the hospitality in the festive and ceremonial culture. It is emphasized that the mentioned symbolism contributes to the integration of the society and the establishment of the trust between its members, certainly suggesting the reciprocity of the feelings and mutual need for the gratitude. The functioning of the tradition of the hospitality in the accordance with the requirements of the universal morality is substantiated.

The traditional rules of human society (the respect, reverence and compassion, kindness, hospitality, etc.) are the basis of the moral culture of the communication. The hospitality as a cultural-historical phenomenon is primarily based on the Christian principle of the love to the God

and the close people. It is well-established for the centuries folk tradition with love and respect the guests to accept and regale. Hospitality is organically linked with the festive ceremonial culture of the Ukrainian people, and, therefore, with its multifaceted ritualization lifestyle.

The rite is the traditional unproductive, conditional symbolic actions. It accompanies the social sanctioning important life moments of the individual or the human collective.

The holiday as a ritual function as the necessary moments of the social life, specifically declaring and claiming ideas, ideals, moral standards of the behaviour and world cultural values of the human community.

The marital life of the Ukrainians for centuries is accompanied by the numerous rites and rituals that by its shaped symbolism fixed the nodal stages of the human life, which was obligatory to invite the guests, or they came themselves. The result was a complex branched family and domestic rituals, distinguished by their quality characteristics.

The sociocultural symbolism legally qualify as a spiritual core and distinctive building material of the rite as its components clearly embody the most important ritual actions affecting the sensual sphere of the consciousness of their creators and participants and largely programmes the educational impact of the newly created festivals and rituals. Ceremonial symbol not only inform, but also organizes, brings the emotional and volitional capacity of the man to the brink where begin the spiritual actions.

The arable land, grain and bread baked from it acquired the sacred force of our ancestors. Borrowed from the paganism, they remain an important ritual significance in the Orthodox rites. And today we see on the Ukrainian table the Christmas kutya, Easter cake, wedding ceremony, etc. Handing the round loaf to the honored guests is an integral component of the modern Ukrainian diplomatic protocol.

The salt in the moral and ethical context symbolizes the life's challenges, the tests of the loyalty and friendship, and is often used in the domestic rites as "salt - a holy cause" in the organic unity with the bread. The congratulations with bread and salt the arrived guest was an integral component of the traditional etiquette since the days of medieval Russia. Believed that in this way you can make friends even sworn enemies.

The Ukrainian house was wide open to every traveller, visitor or a beggar, but the conditions of the visit are quite strictly regulated. For example, it was not accepted to go visiting during field works. Not frowned upon coming to visit on weekdays - then the relatives or neighbours were visited only on economic matters, ritualization of the reception the guest simplifies greatly. However, with well-established rule of the reception even in normal case was obligatory to invite to enter the house "at least for a moment".

The guest must cross the threshold, showing the respect for the family members and their deceased ancestors, which on the popular belief continued to live together with the living. At the dinner table, after having covered it with a tablecloth and served the bread and salt, the welcome guest was generously regaled; it was accepted to submit grape wine – "at least one glass" in the southern regions of the Ukraine.

Thus, it is concluded, that the developed system of the national calendar rites was long designed to promote the material and spiritual state of the family. For the centuries by means of the holidays and ceremonies the older generations passed on his love to labour, freedom, hospitality and life optimism for the young.

Certainly the hospitality is a mutual, in fact – it is a human need for gratitude - a system of the stereotyped forms which express the various aspects of the communication. Ethnocultural painted symbols of the hospitality promote traditionally the integration of the society and the establishment of the trust between even historically and geographically distant from each other

peoples. The tradition of hospitality cultivated the desire to receive guests with the respect and to regale them in the accordance with the requirements of the universal morality.

Key words: *culture, symbol, hospitality, ceremony, celebration, tradition, festive and ceremonial culture, bread, salt.*

UDC 316.723(477)

V. O. Radzievskiy

SUBCULTURES OF UKRAINE: HISTORICAL AND THEORETICAL ASPECTS

The article studies the important issues of the theory and history of subcultures. The problem becomes relevant due to social transformations and requires research in the field of education. The author underlines the necessity of comprehension of these social and cultural phenomena in cultural and historical dimensions.

It is stressed that subcultures from the times of Kievskaya Rus and up today weren't the subject a separate historical investigation. The investigation of the subcultures were provided namely in their narrow sense (for example, separate subcultures of the second half of the XX century), isolate, in fragments, mosaic in general array of culture. There characterized Ukrainian subcultures which from the author's point of view were and are the part of the European subculture space.

Key words: *subculture, primary and secondary subcultures, culture, globalization, morality, cultural studies, individual.*

UDC 316.

N. S. Rzayeva

ORIGIN GERD AS A NATIONAL SYMBOL UKRAINIAN PEOPLE

For today state symbolics, is a very important value as for people so for the state on the whole. One of symbols and national values of Ukraine is coat of arms. Today people must know the origin of national symbols of Ukraine. In our research we will analyse the origin of national emblem of Ukraine.

The coat of arms is an official emblem of the state, that is represented on money signs, printing, some official records, on the official signboards of public institutions, educational establishments.

Key words: *coat of arms, trident, national symbols, national values.*

UDC 025.5:027.7

J. S. Sabadash, G. V. Sheigus

THE ROLE OF THE SCIENTIFIC LIBRARIES IN THE WORK OF THE UNIVERSITIES (bibliographic production of the scientific library of Mariupol State University)

The article considers the role of the libraries in the work of the Universities and there viewed the significance of the bibliographic production which it suggests on the example of the scientific library of Mariupol State University. It is noted that the basis of the activity of the scientific libraries is the making of the bibliographic information and distribution of the bibliographic production. It is stressed that bibliographic activity was and will be a constant helpmate of the education, an assistant for those who makes a purposeful search for information, masters rational methods of work over the book and text as it is necessary instrument in the work of the scientific worker, student, teacher.

Key words: culture, scientific libraries, bibliographic production, bibliographic books, informational resources, social and cultural process.

UDC 378.184

O. M. Sergienko

FORMATION OF THE STUDENT'S CULTURE SELF EDUCATION DURING TRAINING

The article deals with the determination of the concept „culture”, which contacts with human activity, namely by self-educational activity. A special attention is given to the search of directions of forming of self-educational activity's culture. It is marked that self-educational activity's culture is necessary, constant part of life of an educated man, a thing which accompanies him/her always, „during all life”. It is stressed that knowledge and skills which a specialist gets at High School loose their topicality and are insufficient for a qualitative organization of the educational process that in its turn provides a continuous knowledge updating and professional competence. That's why a special importance is given in the process of preparation of the competent specialists of different spheres to the conditions of the modern labour market and the formation of the competitiveness of each person gains the formation of the culture of a self-educational activity.

Key words: culture, self-education, self-educational activity, culture of informative activity, culture of brainwork.

UDC 793

I. Smargovich**THE PRINCIPLE OF THE DIFFERENTIATED APPROACH IN THE ORGANIZATION OF CULTURAL AND LEISURE ACTIVITY**

Article is devoted to essence of the principle of differentiation in the organization of cultural and leisure activity of uneven-agegroups of the population. Leisure interests and requirements of different age groups (from children to elderly people) significantly differ from each other. The accounting of psychology and pedagogical regularities of development of the personality during the different age periods is a basis of the principle of the differentiated approach to the organization of cultural and leisure activity. Therefore the studying, satisfaction and an eminence of leisure requirements of different age groups of real and potential visitors is the pledge of the substantial organization of leisure on the basis of various cultural institutions.

Key words: *the leisure sphere, the cultural and leisure activity, social and demographic groups, the differentiated approach, target audience, leisure interests and requirements.*

UDC 791

L. Smirna**UKRAINIAN ART NONCONFORMITY IN THE CONTEXT OF EUROPEAN ART SECOND HALF OF XX CENTURY**

The aim of this article - indicate the ways of development of the Ukrainian non-conformism of the 1960s as one of the national schools of European art, to reveal its specific features, taking into account national, ethnic and socio-political circumstances. The article discusses terminology historiography of non-conformism in the artistic context; the national concept of styling is determined as predominant. Consistent analysis of the panorama of Ukrainian art, including periods of mass terror of the 1930 s., Famine of the 1932-1933, which radically sterilized and "distilled" national culture and the arts' manifestations, are conducted. This led to the "sovietization" of modern heritages and leveling of the national component in an artificiall ydeclarative proletarian-national dimension. This study is the first attempt to review stylistic features of "поняття «постнонконформізму», розглядаються його національні особливості в українському контексті. austere style", which becomes a kind of "screen" for the perception of ethnic and national artistic traditions. The article also analyzes the search for a "national form" within the "Ukrainian-style" in the visual arts and architecture, to which the artists of the sixties return after 1920 - the beginning of the 1930s. On an example of the creative activity of some Ukrainian "schools" of non-conformism of their regional features and stylistic preferences are considered. Rises previously unexplored question museumi fication non-conformism that allows you to start doing research of this phenomenon among European "schools." First introduced the concept of "post-nonkon formism", its national characteristics in the Ukrainian context is considered.

UDC 791.43

K. V. Chorna

THE ORIGIN OF THE GENRE FORMS, NAMELY THE GENRE OF INFOTAINMENT

The article views the reasons of origin of new genres in modern television journalism, namely the genre of infotainment. Historical conditions of the development of the television, social and political practice, these are the tasks that arise before each generation of television journalists, make a new system of genres, structure which dynamically develops and inside which there exist inner and outer connections. The inner connection between genres is conditioned by one type of creative work, that is public cistic, and outer one is stipulated by the fact that each genre appears for the purpose to reflect modern life. It is stressed that it's necessary to systematize practical knowledge on the basis of scientific approach, and also the problem of improvement of the influence instrument onto the social consciousness with help of television.

Key words: genre, genre forms, infotainment, diffusion and hybridization.

SOCIOLOGY

UDK 316.28:316.723(477.)

B. V. Sliushchinskyi

MODEL OF SOCIO-CULTURAL PRACTICES FOR EXAMPLE UKRAINIAN AZOV

The article investigates patterns of social and cultural practices of the region, which evolved historically, due to political, economic and social aspects. It is proved that the region has its own specific type of "Azov culture."

Key words: models of social and cultural practices, globalization, acculturation, dekulturnatsiya, cultural orientation, values.

UDC 316.613-057.875

V. V. Terpan

SOCIO-CULTURAL PRACTICIANS OF MODERN STUDENTS

The essence of socio-cultural practitioners is analyzed of modern students in this article. Also there are researches of the features and indicators of progress of socio-cultural orientations of modern student's youth.

Key words: socio-cultural practitioners, socio-cultural capital, habitus, cultural practitioners, cultural consumption.

ISSN 2226-2849

JOURNAL of MARIUPOL STATE UNIVERSITY. SERIES: PHILOSOPHY. CULTURE STUDIES. SOCIOLOGY, 2014. ISSUE 7

Ministry of education and science of Ukraine
Mariupol State University

JOURNAL
of MARIUPOL STATE UNIVERSITY

SERIES: PHILOSOPHY, CULTURE STUDIES, SOCIOLOGY
ISSUE 7

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

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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

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