

ART**Aliev A.E.****SCULPTURE AND TIME: HISTORICAL DISCOURSE**

In the article, on the basis of historical discourse, the characteristic of the art of sculpture in a certain period in the past and present of humanity is carried out. The essential dimension of the relationship between sculpture and time has been investigated from the historical and value points of view.

Keywords: *sculpture, time, art, art history, history, historical discourse, civilization, renaissance, modern, postmodern*

Bogdanova E.I., Trepolenkov S.N.**ABOUT THE AUTHORITY OF THE RELIEF ON THE REVENUE HOUSE OF ARCHITECT A. L. LISHNEVSKY**

The article is devoted to the practice of studying cultural heritage objects. The article considers the experience of art criticism expertise as an integral part of the historical and cultural expertise of the identified object of cultural heritage - "House of A. L. Lishnevsky" (built in 1910-1911, St. Petersburg), investigates the specificity of the plot of the sculptural high relief on the front facade.

Keywords: *architect A. L. Lishnevsky, protection of architectural monuments, St. Petersburg, cultural heritage site*

Vankovich S.M., Kovaleva M.N.**ARCHITECTURE AND DESIGN IN THE ERA OF ART DECO: FEATURES OF HISTORICAL AND STYLISTIC DEVELOPMENT**

The article analyzes the development of the art deco style. A study of the main stylistic techniques in architecture and art deco design was carried out. The connection of the American skyscrapers of the 1920s - 1930s with the architecture of the "Stalinist Empire" era is considered.

Keywords: *architecture, style, design, skyscrapers, Stalinist Empire*

Glinternik E.M.**VISUAL AND GRAPHIC COMMUNICATION IN THE CONTEXT OF ARTISTIC CRITICISM AT THE BORDER OF THE NINETEEN-XX CENTURIES**

The article is devoted to early sources on the history of the development of visual-graphic communication at the turn of the 19th - 20th centuries. The author examines materials published in Russia at the turn of the XIX-XX centuries in magazine periodicals and exhibition catalogs. The relationship between an active artistic life and the need for visual advertising communication is traced.

Keywords: *graphic design, visual-graphic communication, mass communication, art history*

Gurova E.A.**PAUL RAND: A GAME WITH SHAPE**

The material is devoted to the life and work of Paul Rand, an American graphic designer and art director, who formulated the basic principles of a systematic approach to commercial design. The article examines the techniques and methods of typography that P. Rand masterfully used on the covers of Direction and Apparel Arts magazines, and the logos that are the basis of graphic design today.

Keywords: *graphic design, typography, magazine design, art director of the magazine, history of design*

Davidova M.G.**ON THE USE OF THE CLASSIC HERITAGE**

The article is devoted to the practical issues of Orthodox monumental painting. The idea is expressed about the need to match the program of images to the nature of the chosen artistic stylization. The style of classicist (ideal-realistic) painting is less in demand in modern church

projects, in comparison, for example, with the Byzantine style of the 11th-12th centuries. or the traditions of the Moscow school of the 15th century, despite its obvious advantages associated with the rich possibilities of stylistic compatibility (neo-Russian, neo-Byzantine styles, classicism, baroque). The program of paintings in the classicist interior implies the location of the main multi-plot cycle in the dome or other upper zones of the temple. There is a lot of free space, where "antique" ornament and elements of architectural decor can be present.

Keywords: *decorative program of temple paintings, the canon of organizing images within a certain compartment of the interior, Russian classicism, a combination of ideal-realistic images with elements of traditional church painting*

Krivondenchenkov S.V.

TYOLOGICAL AND STYLISTIC CHARACTERISTICS OF RUSSIAN LANDSCAPE PAINTING OF THE 1890-1910S

The article examines one of the most difficult and controversial periods in the development of Russian landscape painting. The typological and stylistic features of the impressionistic, symbolist and worldly art depiction of nature in the Art Nouveau era are determined. Variety of landscape images in the works of Russian avant-garde artists are revealed.

Keywords: *Russian landscape, genre typology, style, form, space*

Uvarov V.D.

THE BIRTH AND FORMATION OF THE ART OF THE TAPISSERIA

The article is devoted to the historical stages of changing the image of a wall carpet, according to the accepted international terminology - tapisseries. The history of the development of tapisserie is presented as a definite, compressed model of the development of art. Weaving works are considered dating back to ancient Egypt. There are also early German tapisseries, Flemish tapestries and French tapestries. In the course of the evolution of the carpet, we observe both a variety of plastic searches and new possibilities for the emotional filling of an artistic image.

Keywords: *Tapisserie, Tapestry, lint-free carpet, art of weaving, artistic textiles*

Shemshurenko E.G.

LIGHT AS AN OBJECT AND SUBJECT OF URBAN SPACE. SCALE RATIO AND ECOSYSTEM

The material is devoted to the analysis of the conditions for creating an expressive architectural and light image of urban space objects by means of artificial lighting. The relationship between the scale ratios of the object's dimensions and the characteristics of light sources, their influence on light pollution of the architectural space of the design image is considered.

Keywords: *light, artificial lighting, urban space, light sources, light design, light pollution*

LITERARY STUDIES

Domansky V.A.

MYTHOLOGEMES OF THE ROMAN IS TURGENEV "SMOKE"

The article examines the content and functions of mythologemes in Ivan Turgenev's novel "Smoke". Particular attention is paid to the mythologeme of smoke, which is the core of the novel's plot. It goes back to the myth of the Iron Age, which the ancient Greek philosopher and writer Hesiod wrote about in his poem "Works and Days". To develop the mythologeme of smoke, Turgenev uses several literary and cultural codes that help to connect different times, to designate the existence of similar literary and cultural phenomena and situations in the novel.

Keywords: *I. S. Turgenev, myth, novel "smoke", mythologemes of the golden age and smoke, literary codes*

Kolesnikova E.I.

AN IMPRESSED VICTORY: KEY IMAGES, CONCEPTS, IDEOLOGES ". ANNIVERSARY CONFERENCE IN PUSHKINSKY HOUSE

The article presents the materials of the International Conference dedicated to the 70th anniversary of the end of World War II, held on April 29-30, 2015 at the Pushkin House (IRLI RAS).

Keywords: *interdisciplinary-intermedial approach, battle media text, domestic spiritual and*

intellectual life victory as a category of conflict management

Redkina T.Yu.

VERBALIZATION OF THE "KITCHEN / FOOD" CONCEPT IN ART AND MEDIA TEXT

The article examines the functions of the concept "national cuisine" in literary texts, as well as in media texts about travel. Comparison of texts of different types allows us to determine the intentional conditionality of the presented functions

Keywords: *national cuisine, travel text, travel media text, gastronomic tourism*

Blinova A.V.

THE MOTIF OF THE SPLIT OF A HUMAN AND THE WORLD IN THE ROMANCE OF FM DOSTOEVSKY "CRIME AND PUNISHMENT" AND THE STORY OF AP CHEKHOV "THE BLACK MONK"

By means of intertextual analysis, the article compares the "mysterious story" of AP Chekhov "The Black Monk" and the novel of FM Dostoevsky "Crime and Punishment". The motives of the predecessor in the structure of the work of a younger contemporary are reconstructed. On this basis, the idea of Dostoevsky's influence on the artistic world of the story is based

Keywords: *intertext, motive, opposition*

E.A. Gorshkova

THE IMAGE OF THE ROYAL PARK IN THE NOVEL OF W. EINSWORTH "WINDSOR CASTLE" AND ITS ROLE IN RECREATING THE HISTORICAL COLORITE

The article analyzes the image of the royal park in the historical novel "Windsor Castle" by W. Ainsworth, which acts as one of the main places where the action of the novel unfolds. It is emphasized that W. Ainsworth managed to portray Windsor Park in various guises - both real and emblematic and cultural, organically inscribing its history into his work.

Keywords: *W. G. Ainsworth, windsor castle, park, historical novel*

V. V. Katermina

LANGUAGE PROCESSES IN MODERN MASS MEDIA (ON THE MATERIAL OF WORD FORMATION MODELS OF ENGLISH NEOLOGISTS)

The article is devoted to the consideration of linguistic processes in modern mass media on the example of English neologisms. The text examines the concepts of "new word", "mass media", "model of word formation" and analyzes the most productive models of English neologisms. The article emphasizes that without word formation, the language could not have a vocabulary that would correspond to the development of modern society.

Keywords: *linguistic processes, word formation, model, neologism, mass media*

Feschenko L.G.

LOGANISTICS: COOPERATION OF THEORY WITH PRACTICE

The article is devoted to the description of the research methods of the slogan as a communicative unit and the possibilities of using these methods in the professional practice of slogans and copywriters. The author shows the demand for different methods at certain stages of the development of the slogan, as well as the use of data from the expertise of the slogan in the PR practice of the basic subject

Keywords: *slogan research methods, slogan expertise, slogan in corporate communication*

Knerzer Maria Pavlovna

ROMANTIC MASOCHISM: POLYPHONIC VOICE BY MARGARET MITCHELL AND SCARLETT O'HARA

The article is dedicated to the bestseller Margaret Mitchell "Gone with the Wind" (1936) and presents an analysis of the complex and confusing relationship between the writer and the main character of her book. The novel's narrative appears as romantic masochism turned inside out in the "polyphonic polyphony" of Margaret Mitchell and Scarlett O'Hara. The episodes in which the "concept of violence" prevails (WAR, RACE, MARRIAGE) demonstrate the complexity of gender stereotypes presented in the author's text. With childlike spontaneity, while using sex appeal as a tool to achieve her goals, Scarlett appears as a "woman-child" in the eternal search for her lost

mother (Mom, Melanie, Rhett)

Keywords: *Margaret Mitchell, Gone With the Wind, Scarlett O'Hara, romantic masochism, concept of violence, gender, sexuality*

DOCUMENTALISM, ARCHIVESE, LIBRARY STUDIES, BOOK STUDIES

Petrov K.V.

GERMAN RELIGIOUS BOOK AND SPIRITUAL CENSORSHIP OF RUSSIA IN THE XIX-BEGINNING OF XX CENTURIES

The article is devoted to a thematic and typological analysis of the aggregate of German books of religious content in Russia in the 19th - early 20th centuries. The main problems of the publication and distribution of these books under the conditions of censorship are outlined. The study is based on the analysis of material from archival sources

Keywords: *German books in Russia, religious books in Russia, history of book publishing, history of censorship*

Elyashevich D.A.

THE INFLUENCE OF SOVIET ART OF BOOKS ON THE DEVELOPMENT OF BOOK PUBLISHING FOR CHILDREN AND YOUTH IN EASTERN GERMANY IN THE SECOND HALF OF 40s - EARLY 50s. XX B

The article examines the interaction of the Soviet and German traditions of book design for children and youth in the publishing of East Germany and the German Democratic Republic in the second half of the 40s - early 50s. XX century The process of acquaintance of German illustrators with the work of such Soviet artists as E.I.Charushin, N.F. Lapshin, V.V. Lebedev is shown

Keywords: *book art, book illustration, book for children and youth, East Germany, German Democratic Republic*