

ART AND CULTURE

M. E. Balashov

FUNCTIONAL DESIGN AND LEATHER FINISHING: LEISURE FURNITURE IN THE WORK OF FAMOUS DESIGNERS OF THE TWENTIETH CENTURY

The article is devoted to the problem of interpreting the functional and decorative properties of leather as a material for the implementation of various elements of furniture for relaxation in the activities of great designers of the 20th century. Eileen Gray, Mies van der Rohe, Le Corbusier proposed their own original versions of furniture for relaxation, paying attention to such material as leather. Reflecting the leading aesthetic ideas of their time in the forms of their projects, with some common external solutions of products, they nevertheless presented very different interpretations of plastic and figurative solutions of leather elements in their creations and their original interpretations in the interior environment.

Keywords: *functionality, decorativeness, interpretation of material properties, modernism, art deco, texture, texture, furniture for relaxing, armchair, deck chair, sofa.*

Wang Yuhong

ARTISTIC FEATURES OF THE SCHOOL OF PAINTING «EIGHT WEIRDOS FROM YANGZHOU»

The reign of the Qing Dynasty is a period of development of Chinese portraiture. One of the features of this period was the formation and development of folk portraiture, the most striking example of which is the school «Eight Oddities from Yangzhou». However, it should be noted that most modern research is devoted to the study of particular problems within the framework of this topic. In this regard, it is relevant and necessary to use an integrated approach when analyzing specific factors of influence and conditions for the formation of this school. This will create the necessary conditions for understanding the general process of development of folk portraiture of the Qing Dynasty period.

Keywords: *«Eight Weirdos from Yangzhou», Yangzhou School of Painting, portrait, Qing Dynasty.*

G. N. Gabriel

THE EARRINGS IN THE CONTEXT OF THE MEANING, FASHION AND DESIGN: FROM THE TRADITION TO THE ART-OBJECT

The article intends to analyze the questions of the evolution of the meaning, forms and design of earrings — as one of the oldest kind of the jewelry adornment. The researching period is from the earliest cultural examples, to the XXI century. This theme is being researched on the historical jewelry works, on the largest museum collections, the most important jewelry firms and the creativity of the European and Russian artists.

Keywords: *decorative art, jewelry art, adornments of the head, earrings, art-object*

Yu. L. Geek

ARTISTS' BOOK. TERMINOLOGY PROBLEMS

The author describes the terminological problems associated with the functioning of the concept of «artist's book» in art history literature and practice of contemporary artists. Provides information about authorship, origin and various interpretations of the terms «artists' book», «book art». The term «livre d'artiste» is described in detail in the English-speaking and French-speaking cultural space. The article analyzes the relationship between the figures of the subtypes of «artist's books». A new classification of terms describing practice in Russian for the subtypes of «artist's books» is proposed: book-art and «luxurious artist's book». The correspondence of the Russian-speaking and Western terms concerning the «artist's book» is given.

Keywords: *artists' book, book art, livre d'artiste.*

O. B. Ermakova

CHILDRENS PRESCHOOL INSTITUTIONS IN RUSSIA: FROM THE EMPIRE TO THE SOVIET PERIOD

Within the framework of the article, it is proposed to consider the process of formation of kindergartens in Russia. Starting from the Petrine era and ending with the first decades of Soviet power. During this time, preschool education has come a long way of development, in which public and private initiatives played an important role. The pedagogical concepts of the theory and practice of this direction of the educational process were based on the advanced ideas of Europe, formulated back in the Enlightenment, but in need of transformation within Russian society. This transformation is considered in conjunction with the changing socio-economic conditions of existence in the historical period of the 18th — early 20th centuries.

Keywords: preschool education, kindergarten, Moscow and St. Petersburg Orphanages, E. O. Gugel, A. S. Simanovich, people's houses, «Settlement».

S. V. Ivanova

MINIATURES OF THE «EXULTET» SCROLLS: ON THE ICONOGRAPHY OF THE RESURRECTION

The article deals with the study of miniatures of Easter liturgical scrolls, in particular, two illustrations from these manuscripts, which show the destruction of death and the release of the dead. These are the «Regis Victoria» and «Resurrectio Mortuorum». Their iconography is considered; it is being studied whether there is a connection between them and other images — the Descent into Hell and the Resurrection.

Keywords: manuscript, scrolls, Easter scrolls, Exultet, iconography of the Resurrection.

A. V. Kornilova

THE TRADITIONS OF RENAISSANCE ARCHITECTURE IN THE WORK OF M. E. MTSMACHER USING THE EXAMPLE OF THE BUILDING OF THE MALO-MIKHAILOVSKY PALACE

The era of historicism in the architecture of St. Petersburg in the second half of the XIX century is characterized by a combination of elements of a wide variety of styles, including the Italian Renaissance. A prominent representative of this trend was Maximilian Mesmacher, who skillfully introduced elements of the design of Italian palazzi into the solutions of facades and interior decoration of urban buildings. Using the traditions of Florentine architects, focusing on the work of Filippo Brunelleschi, Michelozzo Di Bartolomeo, Leon Battista Alberti, he created the buildings of the Archive of the State Council, at the corner of Millionnaya Street and the embankment of the Winter Canal, the Museum of the Central School of Technical Drawing of Baron A. L. Stieglitz in Solyan Lane, the palace of Grand Duke Mikhail Mikhailovich on the Admiralty Embankment and others. While Mesmacher focused on the Palazzo Medici and Strozzi in the construction of the Archive of the State Council, the Grand Duke's Palace has no direct analogues, which allows us to consider it as one of the examples of an original solution to the complex task of creating a majestic monumental building, distinguished by Renaissance motifs and organically fitting into the development of the quarter facing the Neva and forming the Embankment of England.

Keywords: architect M. E. Mesmacher, Grand Duke Mikhail Mikhailovich's palace, historicism style, traditions of the Italian Renaissance.

M. M. Kuznetsova, A. V. Saveleva

AESTHETICS OF THE ANIME SUBCULTURE AND ITS IMPACT ON THE EUROPEAN FASHION OF THE 21st CENTURY

The article analyses the features of the anime subculture and anime-style, the identification of the influence of the aesthetics of the subculture on the work of European fashion designers and fashion companies. Divided and reviewed four categories of anime-style use in the products of western fashion brands.

Keywords: anime subculture, anime character, anime-style, youth fashion, fashion industry, fashion design, Cool Japan.

A. I. Liubimova

INTERPRETATION OF THE CONCEPT «UNOFFICIAL ART» IN DOMESTIC ART HISTORY

The article describes the rapid development of contemporary art in the realm of Russian art of the second half of the 20th century and the formation of various paradoxes in the field of interpretation of concepts of creativity of unofficial artists which was expelled of public artistic life by Soviet

official authorities because of ideological censorship. The article provides a comparative analysis of the definitions and terms which were accepted in native art to define the concepts of artistic currents opposed to the official arts and contemporary art studies of E. A. Bobrinskaya E. U. Andreyeva, T. E. Shechter, A. D. Morozov. The central concern is devoted on the key terms: «nonconformism», «underground», «second avant-garde» and their specifics in the context of studying informal art: Moscow, Saint Petersburg and Saratov.

Keywords: *unofficial art, nonconformism of Moscow and S-Petersburg, independent art of Saratov, «undeground» «second avantgarde», interpretation of terms art studies of nonconformism.*

N. Yu. Mitrofanova

«FLYING TAFFETA GLOBES». ON THE QUESTION OF THE ROLE OF TEXTILES IN THE HISTORY OF MATERIAL CULTURE

Fabric is one of the first objects created by man and accompanying him through life. Each stage of the development of human society demonstrates one or another role of textiles. The turn of the 18th — 19th centuries is associated with the development of air space by man: the balloons of the Montgolfier brothers, Jacques Charles and other balloons rose into the sky. Society was united by an interest in balloons; everyone wanted to see images of balloons everywhere. They also appeared on textiles. Almost each of the initial stages of the development of airspace is reflected in the patterns on the fabric. However, the fabric not only artistically interpreted social events, the fabric, being the main material for the shells of balloons, was itself an important part of this story. The article tells about the role of textiles at the initial stage of the history of aeronautics.

Keywords: *history of textiles, printed material, K.-F. Oberkamph manufactory, history of aeronautics, balloon mania, balloons, taffeta.*

O. A. Khoroshilova

«NON-IDENTIFIED PEOPLE». ATTRIBUTION OF DAGUERREOTYPES FROM THE MUSEUM COLLECTION OF GRAN DUKE MIKHAIL NICOLAEVITCH

The article is dedicated to the process of scientific attribution of the unknown men posing on the daguerreotype in question. With the help of details and specific traits of uniforms as well as by the prerequisite, design of the frame and paper marks on the back of the photo the author of the article was able to define the combat arms of the persons, their names as well as the date and context of photoshoot.

Keywords: *daguerreotypes, Russian Empire, uniform, photo studio, the Romanovs, museum.*

N. N. Tsvetkova

MOVEMENT FROM THE PLANE INTO SPACE IN THE TEXTILE ART OF THE SECOND HALF OF THE TWENTIETH CENTURY (BASED ON THE MATERIALS OF THE LAUSANNE BIENNALE)

The second half of the twentieth century in textile art, it is called the period of «plastic explosion», which is associated with the sequential movement from the plane into space, the transition from two-dimensional forms to three-dimensional art objects and installations. The stages of this process can be traced based on the materials of the largest exhibition of textile art of the twentieth century — the Lausanne Biennale (1962–1995).

Keywords: *«plastic explosion», textile art, Lausanne Biennale, «soft sculpture».*

PHILOLOGY

E. I. Kolesnikova, Meiping Yan

BLOK'S INTERTEXT IN V. PELEVIN'S PROSE (SHORT STORY «CRYSTAL WORLD»)

The authors consider V. Pelevin's appeal to the heritage of Aleksandr Blok. Through the poet's quotes, the reader refers to discourse formed in the cultural and information space, from which the imagery and problems of Pelevin's works are built. An analysis of the writer's appeals to Blok demonstrates that in today's collective consciousness, various elements of the Blok heritage occur, as a rule, with shifted or reduced meanings. This indicates the development of the literary process, expressed, in particular, in the continuation of the deconstruction of the rhetorical universe of the first half of the twentieth century.

Keywords: *A. Blok, poem «Twelve» V. Pelevin, quotation, story «The Crystal World», image of V. I. Lenin, prequel, discursiveness.*

S. G. Gorbovskaya, T. V. Nuzhnaya

POETICS OF «TRANSMUTATIONS» OF THE «MYSTICAL ROSE» IMAGE IN EUROPEAN LITERATURE FROM THE MIDDLE AGES TO THE XX CENTURY. PART 1

The article studies the issue of «transmutations» of the image of the «mystical rose» from the «Romance of the Rose» by Guillaume de Lorris and Jean de Meun to the «Miracle of the Rose» by Jean Genet. To monitor the changes in this literary archetype, it was a term from the field of physics and alchemy that was chosen. The authors of the article determine that with the «mystical rose» not direct borrowings from the literature of previous eras were carried out, but what resembles the process of «great doing» — the image of «Rosa mystica» undergoes multi-level reincarnations. The article studies the genesis of the appearance of the image of the «mystical rose». Modified versions of this complex archetype and symbol of the Middle Ages and the Renaissance are analyzed in the works of Guillaume de Lorris and Jean de Meun, Dante («heavenly rose»), Novalis («blue flower»), Hugo («chamomile-star»), Nerval (forget-me-not), Gauthier (small pink flower), G. Stein (rose from «Saint Emilia»), Jean Genet («Miracle of the Rose»), etc. It is proved that the «mystical rose» during the course of history changes color, belonging to the plant species, its semantics is transformed. As a result, the paradigmatics of the figurative system itself also repeatedly becomes different.

Keywords: *mystical rose; comparative literature; floropoetology; world literature; mythopoetics.*

A. N. Zhavoronkova

REPRESENTATION OF THE NATIONAL PICTURE OF THE WORLD IN JOURNALISTIC DISCOURSE (ON THE MATERIAL OF SERBIAN PERIODICALS 2017–2019)

The article is devoted to the study of the journalistic space of Serbia through a linguistic analysis of the conceptual dominants of the modern Serbian media discourse, which represent the key features of the national picture of the world. The relevance of the study is explained by the cultural closeness of Russia and Serbia and, at the same time, the very poor awareness of Russian citizens about the Serbian journalistic tradition. The work uses a semantic-cognitive approach, which made it possible to highlight the key concepts for the discourse under study, in particular, the emotional concept of «fear». The actualization of lexemes included in the indicative field of the concept reveals the emotive contour of a publicistic statement, which, judging by our observations, reveals a connection with aggression and pain. This, in turn, allows us to talk about the influence on the speech form of the media text of such an extralinguistic factor as a crisis attitude associated with a state of frustration due to the complicated socio-political situation in the country.

Keywords: *media discourse, conceptual atmosphere, Serbia, national picture of the world, Serbian periodicals, concept of «fear», semantic-cognitive approach.*

O. I. Timanova

DOSTOYEVSKY IN THE PROBLEM FIELD OF GENERAL CULTURAL CORNTEXTS (IN THE PAGES OF BULGARIAN SCIENTIFIC PERIODS IN THE ANNIVERSARY YEAR)

Using the content of a scientific collection «LIMES SLAVICUS 6: Cultural Concepts in Slavonicism. 200 years from birth to F. M. Dostoevsky. University Publishing House “Bishop Konstantin Preslavsky” Shumen, 2021. — 239 pp.» as an example, the article examines the concepts of leading Bulgarian and Russian scientists, analyzes the vectors of their scientific interaction in the field of studying the work of Fyodor Dostoevsky. The actual Slavic and multicultural pathos of their research is revealed, determined by a multifaceted interest in all levels of the semantic structure of a literary and artistic work, an inclination towards mythopoetics and intertextuality, and the desire to inscribe Dostoevsky’s work into an integral text of Russian and world literary and cultural history.

Keywords: *reception of Dostoevsky, integrative methodology of humanitarian research, St. Petersburg text of Dostoevsky’s work, Dostoevsky in terms of title, tools of New Historicism, assimilation of Dostoevsky by the cinematography of the «Black Wave».*

M. V. Yagodkina

USER CONTENT IN THE PROMOTION OF EDUCATIONAL SERVICES

The author describes the features of the promotion of educational services on the example of the promotion of educational services of the Department of Advertising and Public Communications Pushkin Leningrad State University. An analysis of the preferences of the target audience in the external and internal positioning of educational services is given. The features of the use of user-generated content and social networks in promoting the work of an educational institution are revealed.

Keywords: *user-generated content, promotion of educational services, Internet communication,*

social networks.

A. A. Ivanova

INTERACTIVE TOOLS FOR POSITIONING THEATRICAL CONTENT ON THE SOCIAL NETWORK «VKONTAKTE» (ON THE EXAMPLE OF ST. PETERSBURG THEATER ACCOUNTS)

The article provides a study of the forms and types of interactivity, as a key feature of modern Internet resources, using the accounts of St. Petersburg theaters in the VKontakte social network as an example, examines the problems of a low level of audience involvement and analyzes the most current trends in the use of interactivity in social pages as a tool for promoting theatrical content in the media environment. The article provides examples of how the positioning of St. Petersburg theaters in social networks has changed during the pandemic, which interactive formats have become the most popular among users, and analyzes the main mistakes when publishing posts in the Internet community. At the end of the article, it is proposed to develop a form of interactive that will arouse the interest of the audience and raise the level of involvement.

Keywords: *interactivity, theatre, social network, media environment, media consumption, positioning, publication, interactive, comment, post, content, internet.*

A. V. Tereshchenko

DYNAMICS OF DEVELOPMENT CUSTOM CONTENT IN RUSSIAN INTERNET: FROM HOME REVIEWS TO TV PROGRAMMES

The author traces the development of blogging content in the domestic segment of the Internet for the period from 2005 to nowadays. Analysing published in different times content on the most popular custom online sites, he identifying six key stages of the development of online content, from Amateur to professional level. The dynamics of the development of blogging content, in his opinion, consists in a steady increase in the journalistic qualities of blogging content and the growth of the authority of blogging as a new type of journalism.

Keywords: *user content, online platform, video hosting, blogger, journalist.*

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HISTORICAL SCIENCES

E. P. Denisenko

THE FIRST STATE PERIODICAL WITHIN THE MODERN TERRITORY OF BELARUS

«MINSKIE GUBERNSKIE VEDOMOSTI» (based on the book collection of the Yakub Kolas)

The article deals with «Minsk gubernskie vedomosti», the first state periodical within the modern territory of Belarus, that are housed in the Department of Rare Books and Manuscripts of the Central Science Library of NAS.

Keywords: *Minsk governorate, 19th century books, national document, Yakub Kolas Central Science Library of the National Academy of Sciences of Belarus.*

N. A. Druzhinkina

STATE POLICY TOWARDS THE RUSSIAN ORTHODOX CHURCH (1907–1917) (ACCORDING TO ARCHIVAL DOCUMENTS)

The article is devoted to the relationship between the State and the Russian Orthodox Church in the controversial period of history 1907–1917. On the basis of archival documents, the features of the «symphony» of the State and the Church, religious policy, the state of parish organizations in Russia in 1907–1917 are clarified. The main issue is the restoration of the Patriarchate, the canonical government in the Russian Orthodox Church. The activities of the Pre-Council Presence were also devoted to reforms. The problem of the democratization of public life, the Orthodox parish, was also

solved. Legislative policy was aimed at eliminating contradictions in the social and economic spheres of society. The reaction of representatives of various social forces to the transformations in the life of the Church, the mood of the political elite, and discussions on important problems of restoring the conciliar life of the Church are studied. Events of Russian history of 1907–1977 are reconstructed.

Keywords: Russian Orthodox Church, State, Russia, reforms, revolution, transformations, Holy Synod, Pre-Council Presence.

S. A. Kozlov, V. M. Marasanova

MODERN RUSSIAN VILLAGE: REVIVING HISTORICAL MEMORY

The article deals with the key aspects of the revival of historical memory and cultural traditions in the modern Russian village. The important role of state national programs for the development of rural areas was noted. The key directions of modern scientific research related to the analysis of historical memory in the peasant environment are described in detail; the role of leading scientists of the late XX — early XXI centuries in the study of the problem is noted (I. E. Koznova, A. V. Buganov, etc.). Special attention is paid to cultural and educational public initiatives related to the history of individual villages and villages. Conclusions are drawn about the relevance of the problem in relation to the current tasks of Russian national modernization, as well as about the ways to solve it.

Keywords: traditions; village; historical memory; kulturtregerstvo; modern agrarian Russia.

A. S. Minin

DIALECTICS OF HISTORY AND PROTECTIVE PRINCIPLES IN THE FOREIGN POLICY OF NICHOLAS I

This article is devoted to the characteristics of Russia's foreign policy in the reign of Nicholas I. On the one hand, Nicholas I sought to maintain conservative orders in post-Napoleonic Europe in the spirit of a protective Holy Alliance. On the other hand, the emperor defended the national interests of Russia and understood that the realization of national interests does not always correspond to the principle of legitimism. This was most clearly manifested in European politics and in the Balkans. Speaking out against the European revolutions, Nicholas I defended the predominance of Russia in Central Europe and sought to prevent the penetration of revolutionary ideas into Russia. He advocated collective action and moved to open intervention only in 1848–49. In the Balkan direction, on the one hand, Russia interacted with the national liberation movement of the Slavic peoples of the Ottoman Empire, seeking autonomy rights for them, on the other hand, it sought to preserve the integrity of the Ottoman Empire as a convenient «weak neighbor». As a result, Russia, while maintaining the immutability of the current situation, opposed the objective historical processes of unification of Germany and Italy, the creation of independent Balkan states. This will lead to a decrease in Russian influence both in Europe and in the Balkans.

Keywords: The Russian Empire, Austria, Prussia, the Danube Principalities, Greece, Serbia, Nicholas I, K. V. Nesselrode, the Holy Alliance, revolutions, the Hungarian Uprising

I. P. Ukolova

MILITARY TESTING ORGANIZATIONS OF LENINGRAD IN THE CONDITIONS OF BLOCKADE AND EVACUATION

Being under the threat of the blockade, the Leningrad military production system was rebuilt in accordance with the needs of the front. Military testing facilities, as well as enterprises of the city, were partially evacuated. On the example of the Leningrad artillery range, the stages of formation and development of its activities in the field of experimental (research) and control tests of weapons in evacuation are considered. The remaining units of the training ground in the besieged city were included in the Leningrad Front and provided tests of military products for its needs. As a result, the testing base of the military production system in Leningrad was preserved. The evacuated units contributed to the development of the experimental base of the Soviet military-industrial complex in the central and southern regions of the country.

Keywords: military testing organizations, blockade, Leningrad artillery range, military production, weapons control tests, evacuation.

Niyazi Sabir ogly Niyazov

ANAMA IS PAVING THE WAY FOR THE FUTURE

After the end of the Second Karabakh war an extraordinary geoeconomic situation capable of changing the future of the region drastically was witnessed in the South Caucasus region. The process of peaceful settlement between Azerbaijan and Armenia may help to implement a set of projects in the

framework of «3+3» platform, with Russia, Turkey, Iran, Azerbaijan, Armenia and Georgia participating in the initiative. Today one of the key factors preventing the implementation of these plans and restoring normal life in Karabakh is presented by high level of land mine threat in the region that was under the control of Armenian militant groups. It was in the end of the XX century when Azerbaijan realized that the problem of humanitarian mine-cleaning would be on the table immediately after Baku gained control over Karabakh territories lost in 1992–1994. To achieve this goal ANAMA was established. This National agency dealt with mine-cleaning of the territory and over time it turned into one of the best structures in the world, dealing with mine-cleaning. Today ANAMA is the structure tackling the mine threat in Karabakh, where restoring of cities and villages is conducted on the basis of «smart cities» construction.

Keywords: *ANAMA, Second Karabakh war, mine threat, Azerbaijan, Armenia, Turkey, Russia, International relations, Zangezur corridor, «3+3» project.*