

SUMMARIES

Kozyar Galina, Nurkova Veronika. What memories do we choose? How does a digital camera change our memory.

Key words: autobiographical memory, cultural mediation of mind, photography

Our concerns in the paper are the differences in the ways of recollecting personal past with mediation of digital vs. analog photographs. The technology of analog photography doesn't allow to control the final image. The main impact of digital technology for non-professional photographer is a chance to see the image before it would be saved. Therefore, while using analog camera photographer seems to encode more additional and non-controllable information. It may lead to the differences in the quality of memories. Participants of the study took photographs of the same event. They took 6 photos by analog camera and 6 photos by digital camera. Participants recollected the target event twice two weeks and a year later. In accordance with hypothesis those who took analog photos recollected significantly more details and narrated better stories of the past event than those who took digital photos.

Shaburova Olga. Things that we are storing. Paper, mail, nostalgia

Key words: Paper, post, commercialization of nostalgia, soviet postcard, post crossing.

The article focuses on the phenomenon "the death of paper" caused by the digital technological revolution. In this article the post and its representations become an example for analysis of the past and future of the mass communications with its' paper postal artifacts. The main material of analysis - the soviet postcard. This analysis gives opportunity to develop the issue of commercialization of nostalgia. The last part of the article analyses the phenomenon of post crossing that embodies the model of modern social horizontal mobility and that combines digit and paper.

Timofeev Mikhail. Pseudo soviet public canteens as an empire of symbols. System-semiotic analysis. Part 1. Artifacts.

Key words: soviet artefacts, collective memory, pop-communism, postcommunist nostalgia, semiotics, systems approach, “soviet” as a value, sovietness.

Russian conceptual public canteens, which are thematically connected to the phenomenon of sovietness, are considered in this article. The role of authentic things and visual messages, which are used as symbols to construct the image of soviet public canteens, are analyzed in the paper

Tolstokorova Alissa. The Hat Matter: The Role of Spatial Emancipation in Gender Democratization of Body Image of Ukrainian Urban Woman (late 19-th– Early 20-th centuries)

Key words: autonomous mobility of ukrainian women, women’s spatial emancipation, public space, democratization of bodily image of ukrainian urban women

The paper scrutinizes the process of spatial emancipation of Ukrainian women. It analyses the role of fashion in spatial deprivation of women and their exclusion from the public sphere as well as the role of fiction in the formation of the image of a specially emancipated female. It traces the impact of spatial freedom and geographic mobility on gender identities of Ukrainian women.

Nemchenko Lilia. Cover notebooks and diaries: a guide to contemporary Russian culture

Key words: thing, a notebook, a cover, a diary, a fashionable cover, consumption, Soviet, post-Soviet

The article considers the continuity of the connection between the covers of the Soviet and post-Soviet notebooks and diaries. The Soviet cover demonstrated democracy, modesty, functionality. Market relations impose new requirements to school accessories. Notebooks and diaries were described by the concepts of fashion. The main subjects presented on the covers of notebooks and diaries in post-Soviet Russia, are considered in the article.

Pogodina Svetlana. The Garden of diverging dolls: the ritualistic practices of contemporary latvian culture.

Key words: ritual, doll, contemporary culture, Latvia, tradition

In the present article two cases of a doll usage in ritualistic and rite contexts in frames of contemporary Latvian culture are analyzed. Doll is a part of so called „object code” of traditional and contemporary culture; it is manifested in different play and ritualistic practices. Because of sacral meanings of traditional culture partly gone lost and with open-type (contemporary) culture development new traditions begin to form. In analyzed cases the gearing of a doll with symbolic meaning mainly occur owing to an idea of anthropomorphism that is inherented in a doll. In this aspect doll becomes a person’s symbolic double in fest rites, confirming vitality of ritualistic practices in contemporary Latvian culture. Rite and ritualistic contexts, offering by postfolklore (in terminology by S. Nekludow) society, appeal to symbolics of traditional culture. Not less significant in its symbolism is fest poetics that is characteristic of doll installations. The aesthetic motivations for the usage of the dolls reveal the hidden ritual forms, passive and unconscious with the respondents at the moment. However, at any time these latent ritual functions of dolls can be brought into focus.

Radic Nenad. Museum object as a metaphor for the Yugoslavian heritage

Key words: museum, Tito, Yugoslavia, history of Art

Each museum object is the subject of heritage, divorced from reality, evidence and documents which he is. On the example of the Tito's Marshal shield through the process of museufication, which involves the recognition of its value as evidence, the paper analyzes the genesis for the contents of a work of art, which recognizes the ideological, historical, archetypal imagery and frame folding Yugoslav cultural heritage.

Dokuchaev Denis. Fridge magnets or globe shaped cooler...

Key words: cooler, fridge magnets, representation

Essays devoted to reflection on the increasingly popular collecting of fridge magnets. The author analyzes his small collection, and attempts to explain the reasons for their own hobby

Bystrova Tatiana. Hismatulin Asfan. Scary gift. Analysis of the Venetian masks souvenir

Keywords: souvenir, present, souvenir in the communicative system, semantics of the design product, philosophical and culturological analysis.

This article is dedicated to philosophical and culturological analysis of the specific souvenir product: psychology of its perception, its semantics and communicative potential. Departing from the results of analysis, authors draw a conclusion that an object, which claims to be a souvenir, should achieve the unity of all the shades of meaning.

Filatov Vadim The Praise of antimatter.

Key words: matter, antimatter

Essay reflects on the relationship of man and the world he created things in the modern era-tion.