

O. A. Koryakovtseva

Russiannationalvaluesystemandraising a Citizen...

Abstract. The article raises a topical problem of upbringing and formation of young citizens of Russia. The author of the article believes that only the development of social, political and cultural space on the basis of traditional Russian values will ensure the country's civilizational sovereignty. In the information age, a specific factor in shaping young people's civic consciousness is the process of self-identification, which is largely related to searching for their own ways and the formation of a civic worldview in social networks. Recent federal legal and regulatory documents emphasize the urgency of educating the younger generation on the basis of traditional Russian spiritual and moral values, which reflect Russia's identity: centuries-old friendship of peoples, keeping up national cultures and traditions. The article emphasizes that the civic worldview of an individual manifests itself in active social and political involvement, in the understanding and realization of the citizen's duty for the benefit of the Motherland. However, when presenting the "portrait of a modern youth leader", i.e. a socially active young citizen, the author sees the inclination to one's own development and personal promotion rather than to benefiting the society. Numerous sociological studies confirm that the younger generation shows a weaker public benefit motive. The article presents the results of the RISS RAS (Russia's Institute for Strategic Studies) survey of young people's attitude to the development of Russia and their readiness to take civic responsibility for their country, which show that only over 50 % of the surveyed young people from 43 regions understand their civic duty and feel personally responsible for the future of the country. The conclusion emphasizes the need to build a unified state and public system of forming self-awareness and civic consciousness in Russian youth on the basis of the adopted normative legal documents, defining specific tasks of the state and public structures involved in this work.

Key words: youth; citizen of Russia; Russian national value system; self-identification of younger generation; civil formation of personality; state and social system of raising a Citizen

M. D. Lagutkina, Zhang Yi, Chang Thi Thu Huong

Copingwithpeniaphobiaas a formofdestructioninthe APR publicconsciousnessinthedigitaldiplomacydiscourse

Abstract. Contemporary hybrid linguo-mental information warfare is massively using the promotion of destruction in mass media as a tool of negative "soft power" in the discourse of unfriendly countries' digital diplomacy directed against China, Vietnam and Russia as key players in the Southeast Asian geopolitical arena. Western geopolitical opponents emphasize peniaphobia (fear of poverty) in their discourse. Peniaphobia is one of the basic human fears as it is related to the effective human viability and human civilization as a whole. The authors categorize peniaphobia as one of the universal social stigmas that influence the socio-political pattern and culture of a community. The digital diplomacy discourse aims to actively use open public Internet communication to softly manipulate public consciousness. At the same time, the topics of financial insolvency, impending economic crises, insufficient food supply and inevitable hunger, negative consequences of international labor migration and the deplorable state of labor markets quite quickly form protest moods in society, transforming social views on the money, food and food consumption culture. Information throw-in topics of peniaphobia use scenario modeling to enhance the presentation of potentially dangerous topics in Russian, Vietnamese, and Chinese mass media. The article assesses the manipulation of public consciousness in the pandemic situation, complicated by the psychological-informational confrontation between the East and the West, as well as Western socio-economic and political sanctions in relation to the Russian-Ukrainian conflict. Modern social culture has actualized the specifics of presenting information using digital format with subsequent decoding, which has affected the overall social dynamics.

Key words: peniaphobia; APR countries; manipulation; public consciousness; social stigma; destruction; psychological and information warfare

V. I. Peftiev

Russia's turbulent "Thirtyyears" (1989-2019): foodforthought

Abstract. Russia of 1989-2019 is an *eye-opening* epoch which absorbed the tragedy of the Soviet Union's collapse, ambiguous socio-economic transformations and the revival of the *country's sovereignty*, the revival of civilization. This epoch is turbulent by all criteria and spheres for analysis (economy, politics, ideology,

culture, mentality). The author's research focuses on identifying the reference points of interaction (with plus and minus signs) between *ideas and power* in modern Russian history. There is a hypothesis that the collapse of the Soviet Union took place due to socio-political arrhythmia (inadequate goal-setting; conflicting national identity; reformist populism; accumulated weakness of the state, *undermining the vertical power structure*). The latter factor has not been studied sufficiently in the public literature; meanwhile, it is, in the author's opinion, catastrophic for the judges of the Soviet Union and is connected with a) granting excessive powers to directors of state enterprises and b) reorganization and even liquidation of all-union ministries. The concept "liberal etatism" is introduced into scientific practice and substantiated to generalize the economic policy of the Russian president since the beginning of the XIX century. The article traces the impact of the globalization crisis (since 2009) on the metamorphosis of basic concepts in political science (confrontational competition, inclusiveness of economy, shift from interdependence to self-sufficiency). Russia emerged from sanctions, crises and shocks relying on the stress-resistant potential of liberal etatism and state-private partnership. The author names the lessons of Russia's extraordinary experience: pragmatic approach to the correlation between the power of the state and the power of the market, the ability to mobilize and recover its growth, and to modernize the military-industrial complex. Some forecasts are made regarding the situation in the world after Russia's military operation in Ukraine.

Key words: collapse of the Soviet Union; state; market; vertical power structure; confrontational competition; Russia's development; liberal etatism; turbulence; globalization; market-mobilization economy of Russia

Holger Kusse, M. T. Shakenova

Mediamanipulationandcomplexcommunicationinadvertisingandtalkshows

Abstract. The article analyzes manipulation forms in complex communicative situations with polyaddressability, i.e. certain phrases are always addressed to different addressees and audiences. The author shows the phenomenon of directing communicative action towards third parties in staged communication and the participation of the manipulated in manipulation in Internet communication. Since complex communicative situations are polyaddresive, they are characterized by the presence of more than two participants who play such different roles as direct interlocutors, moderators, observers of communication, etc. Well-known examples of polyaddressing communication can be found in advertising and the popular talk show format. In talk shows, the speakers address their immediate dialogue partners, but their remarks are perceived directly by the audience in the room and the TV viewers, which can cause a manipulative effect because the audience-viewers do not recognize that they are the first addressees. A similar thing can be observed in commercials where people seem to explain the benefits of a certain product to other participants in the staging, but the communication is actually directed at the audience. In the second type of complex communication, the addressees themselves take part in the large-scale manipulation. For example, when commenting on the Internet, participants discuss among themselves, but the chat room is also read by other users. This can be used to create and intensify the so-called information bubbles that Internet users spread through disinformation, conspiracy theories, through state and non-state propaganda, etc.

From the point of view of manipulation theory, some questions arise, such as what effects observing communication can have (passive participation), to what extent the recipient is part of the manipulation, and what responsibility the recipient and the communicator have in the communicative event.

Key words: media manipulation; complex communication; manipulation mechanisms; advertising; talk show; information bubble; responsibility

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Zhang Fanli

Traditionandinnovation: translationsandstudiesof S. A. Esenin'sworkinChina

Abstract. The article examines the reception of S. Esenin's works in China. The author considers how Esenin's works and information about the Russian poet himself appeared in China, summarizes the experience of translations and Esenin studies in China, systematizes the general characteristics of various stages in Esenin studies in China, outlines and comments on the main research points of view; pays attention

to studying various genres of S. A. Esenin's poetry in China, as well as updates an overview of translations and researches of the poet's work in China up to 2024, which helps to gain an insight into this theme in China today. Comparing Chinese Esenin studies of different periods, the author concludes that, while researchers of the past century focused on certain topics and traditional research paradigms, the researchers of S. A. Esenin's life and creative work in recent years in China have gradually begun to demonstrate diversification of scientific viewpoints and interdisciplinary approach. The article gives an overview of studying Esenin's work by Chinese literary critics in different theoretical paradigms: studying Esenin's poems from the point of view of narratology, comparative analysis of Esenin's works and such Chinese poets as Zang Kejia, Ai Qing, Dai Wanshu, Peng Yanjiao, studying Esenin's poetry in terms of lexicology and pragmatics: the analysis of lexico-semantic paradigms and their functions, the analysis of Russian cultural connotations of Esenin's poetic words, building their pragmatic contexts, as well as the linguistic and cultural picture of the world presented in the poet's work, research from the point of view of linguoculturology and conceptsphere analysis at different levels, consideration of the ecological concept and ecopoetic features of Esenin's poetry, etc.

Key words: S. A. Esenin; China; translations; research; Esenin studies in China; interdisciplinary approach; linguoculturology; ecopoetics; comparative analysis

O. V. Defye, Jiang Pingzhe

The symbolic structure of the female character in M. M. Prishvin's novel The Chain of Kashchey

Abstract. The article investigates the ways of symbolizing female characters created by M. M. Prishvin in The First Link of the novel The Chain of Kashchey. According to the authors' hypothesis, the female figures characteristic of the first part of the novel (Maria Ivanovna, Kuryushka Alpatov's mother, and the girls Dunechka, Masha, Katya, and Nadya, who were guests in their house) are created through artistic synthesis of realistic, mythical, and symbolic imagery. Realistic portrayal of women close to the author and the hero (everyday and social context, homestead worldview, practical life experience, psychological motivations, behavior, speech, intonations) are presented through the prism of the forming consciousness of the child character. In his direct perception and experience, female characters and objects turn into mythical images with their inherent exalted conventionality without losing their factual nature. In turn, the women's mythical images are combined with the Sophian mythopoetic symbolism of the "Eternal Femininity", the aesthetic concept of which was derived from V. I. Solovyov's religious and philosophical searches and the work of the Symbolist poets. Further, in accordance with the symbolization, the female characters of "The First Link" are united in the fairy-tale-symbolic image of "one", "real and only" Marya Morevna, who becomes an invariable companion of the protagonist's "transformations" from Kuryushka Alpatov to the mature writer Prishvin. The task of uniting realistic female images into a single symbolic image of Marya Morevna is performed by the author-narrator, who absorbs all the writer's "faces" in the novel and is the meaning-generating center of the narrative. The elevation of Marya Morevna to a symbolic status is for the author-narrator not just a tribute to the mythopoetic tradition of the Symbolists, but a fundamental condition for the formation of his worldview, ideological and creative attitudes.

Key words: image; symbol; myth; Sophia; "Eternal Femininity"; synthesis; author; aesthetics

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A. V. Shunkov, L. G. Taranenko, O. V. Dvorovenko

The phenomenon of digitizing culture and arts in Russia

Abstract. The study aims to present the basic aspects of culture and arts digitalization. Using content analysis of national and foreign scientific publications and regulatory documents on digitalization, the authors selected the main publications on the topic and identified the directions of transforming network communication and the role of the humanities in the digital environment. The authors state that the problem of culture and arts digitalization is of an interdisciplinary nature and that normative documents outline the main strategic parameters for developing digital culture in Russia. It has been determined that the digitalization of culture and arts in Russia is associated with the creation of digital resources for cultural heritage based on artificial intelligence, augmented and/or virtual reality; with the development of virtual museums, galleries and exhibition spaces; with organizing and holding online events; with the development of educational platforms and courses aimed at studying the history of culture, the arts, literature and other areas related to cultural heritage; with the creation and support of social networks and media platforms

focusing on culture and the arts; with the development and implementation of mobile applications and services that allow users to have access to cultural values, etc.

The article summarizes the experience of preserving and promoting the Institute's cultural heritage through the use of various digital services (virtual/ augmented reality, artificial intelligence, additive technologies, etc.). Conclusions are drawn about the problems and prospects of using digital services for educational, scientific and creative activities in the Institute of culture.

Key words: humanistic studies; digitalization of culture; digitalization of the arts; institutes of culture; artificial intelligence; virtual reality; digital competences; digital cultural heritage; additive technologies; Kemerovo State Institute of Culture

O. A. Kazmina, E. M. Boldyreva, Xie Zhou

SecularaestheticcharacteristicsofDazurockcarvings

Abstract. The article examines the semantics of petroglyphs in the Dazu temple-cave complex, in particular, some grottoes of Baodishan, Miaogaoshan, Foanqiao and Shizhuanshan mountains. The authors have conducted a complex semantic and compositional analysis of Dazu rock carvings, the research of attributes and physical parameters of anthropomorphic Dazu carvings, which helps to understand the world outlook of people living in that epoch, their everyday life and, as a whole, the unique art of China during the given period of time. The authors demonstrate how, through the choice of themes and artistic techniques, Dazu rock carvings tend to be closely integrated with secular life and public aesthetic tastes, so that everyday events in people's lives could be reflected in the art of stone carving. Analyzing numerous sculptures, the article demonstrates that ancient craftsmen and artists consciously or unconsciously incorporated their own aesthetic emotions in the process of creating sculptures, using Buddhist art to express the secular ideas and concepts of the Han nation, and sculptures of fictional deities to depict real people: Dazu rock carvings use the style of sculpture in the form of serial pictures, where images are skillfully combined with texts, the ideas and themes are close to people's everyday life. Special attention is paid to the fact that Dazu rock carvings inherited the niche style of early Chinese grottoes and created an open-form architectural style that adapted successfully to the secular interpretation of religious thought and the new art forms of the times.

Key words: Dazu; Chongqing; rock carvings; cave grottoes; rock art; petroglyphs; anthropomorphic images; scenic sculpture; cave museum complex; Buddhism

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L. P. Latysheva

ProkopyYavtysy'smythologicalworldandCosmos

Abstract. The Nenets poet, writer, artist and playwright ProkopyYavtysy creates a special mythopoetic world with people and animals, as well as gods, spirits and natural phenomena. The most significant works by the artist are united in anthologies, which serve as the material to be analyzed in this article: a collection of poems “Nyahar” yandiro' tale“ – Secrets of the Three Worlds”, a collection of dramaturgical works “Plays” and an album of paintings “Neneykhibyaritamnakosmos” – Man and Space”. The aim of the article is to identify and represent ethnocultural aspects of ProkopyYavtysy's mythopoetic world. The author substantiates the idea that the artist-poet ProkopyYavtysy is a national philosopher for the Nenets of the European North and for the entire Nenets community. To achieve the stated goal the analysis involves some facts of ProkopyYavtysy's creative biography, reviews and literary criticism articles devoted to the poet's work which are the theoretical basis of the research. The study of Nenets mythology and religion forms the basis for revealing the worldview aspects of ProkopyYavtysy's work, for a systemic description of his artistic world as a holistic Cosmos. The author uses the hermeneutic method of analysis, in whose logic literary texts and paintings are comprehended as a dialogue with tradition, which includes several ethno-cultural codes. The use of additional methods – anthropological and biographical – for a deeper understanding of the author's creative individuality, the spiritual foundations of his personality and creative work has also become relevant for the study.

Key words: mythological world; ProkopyYavtysy; Nenets; “Secrets of Three Worlds”; “Man and Space”; Nenets Autonomous District; European North

