

SUMMARIES

Tulchinsky Grigory. Role-revolution and the mass enthusiasm of the first Soviet years

Keywords: Autoproject, enthusiasm, mass society, mythocracy, polysoul, role-revolution,

The reasons of mass enthusiasm of the first Soviet years associated with the opened opportunities of the new repertoire of the social roles and social elevators in the conditions of the formation of the industrial mass society. The specifics of this process gave the delay of the Russian society with the development of role-playing forms of identification, lack of development of the institution of ownership and responsibility. Political dionisism turned out to be more popular than apollonism.

Kagansky Vladimir. Soviet space: landscape and ecological aspects

Keywords: Soviet space, cultural landscape, administrative-territorial division, hierarchy, center, periphery

Soviet space is an extreme type of cultural landscape. It unified and standardized, highly centralized, highly monocentric at all levels, connected only by the dominant characteristic of the radial direction "center - periphery". The centers have a special status and dominate the area. Fragmented, status and geographically dominated peripherals, significant external and internal barrier boundary. The basis of the Soviet space is in the administrative-territorial division, which organizes the bulk of people's lives.

Sukovataya Viktoria. From the "masculinity of trauma" to the "masculinity of neurosis": the gender politics in the Soviet and the post-Soviet popular culture.

Keywords: Soviet mass culture, post-Soviet identity, gender politics, gender asymmetry, gender ideal, masculinity, femininity, power, trauma, public consciousness.

The actuality of a paper is stipulated by nessesity to study the sources of Soviet identity and gender ideals of post-Soviet society on the material of film, literature and songs as forms of culture which are the best representations of the gender ideals. The aim of the studies is to analyze the evolution of gender politics and myths, owing by to socio-political changes in the Soviet and post-

Soviet societies. The methods of research are gender critics, psychoanalysis, poststructuralist deconstruction, semiotics. The sources of Soviet identity and gender ideals are typologized in the conclusion.

Timofeev Mikhail. Pseudosoviet public canteens as an empire of symbols. System-semiotic analysis. Part 2. Narratives

Keywords: soviet narratives, 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 narratives, which are used as symbols to construct the image of soviet public canteens, are analyzed in the paper.

Krylova Mary. The images of the soviet age: fragments of the dictionary of objects comparisons

Keywords: comparative construction, comparison images, language personality, mentality, soviet era.

The article deals the ratio of of modern linguistic personality to the period of of Soviet power by analyzing the use of images of the Soviet era in the comparisons. Modern language personality is characterized a dual (positive and negative) perception objects associated with the Soviet era. Most recalls the bad things in past era: the cult of personality, collectivization, the era of stagnation, poverty, scarcity of goods, etc.

Shevtsova Natalya. Communicative intentions of modern critics at the assessment of children's reading the soviet era

Keywords: children's literature, communicative intention, modern criticism, communicative effect.

In article approaches existing in modern criticism to studying of the Soviet children's classics are considered, communicative intentions of authors of articles from "thick" magazines are defined, it becomes clear that by means of the children's book which invests serious world outlook, public problems with a simple form, the ambiguous image of the Soviet culture is broadcast. Authors of articles show it through the appeal to the sphere of a literary life and intra shop relationship, a political situation of that time, bible motives, specifics of consciousness of the Soviet person.