
SUMMARIES

D.N. Zamyatin Geo-cultural branding of territories: the conceptual grounds

Key words: geo-cultural branding, brand, territory, geo-culture, territorial identity

Any territory – a village, a town, a small locality, a large region, a country, a macro-region, etc. – can be represented as a dedicated, thoroughly structured image. The image of the territory can be constructed, formed, as a geo-cultural brand. The article is devoted to the search for the conceptual grounds for the creation of these brands. The author refines the notions: image, geo-culture, geo-cultural space, image of the territory, figurative-geographical map. The article offers the characteristic of the geo-cultural branding of territories possible stages.

A.O. Bulina Territory brand as crucial component of its potential for development

Key words: brand territory, socio-cultural sphere, creative class

City and place branding has become increasingly popular in recent times. It was picked up by the Russian regions. Perhaps, in this case a gap between Russia and Western countries will benefit, since branding professionals will take into account experience, both positive and negative. It affects primarily the impact of the brand on the territory through the prism of human flows: tourist and professional and other. City or territory brand can be seen a marker in overcoming the problems associated with asymmetric and incomplete information. Building brand and marketing strategy for Russian regions can and should take into account previous experience but with caution on its own character.

M. Yu. Timofeev Russian cities and regions as (post) industrial brands

Keywords: brand, city, state, capital, birthplace, center, an industrial city, an industrial region

The article investigates the role and place of the industrial potential and heritage cities and regions of Russia with their branding and rebranding. The refinement of the concept of "brand" is given. The analysis of (post-) industrial resources in terms of a system approach is made. Industrial component of brand architecture is compared with other symbolic resources.

E.V. Golovneva Regional identity as a form of collective identity and its structure

Key words: regional identity, structure of regional identity, local, sense of place, collective identity.

This paper deals with the consideration of theoretical model of regional identity and characterization of cognitive, axiological, emotional and regulative components in its structure. The defined components are considered to be the ways of description and creating of the regional identity. A specific attention is being paid to peculiarities of regional identity as a form of collective identity on base of characterization of structural components of this phenomenon.

M.V. Nazukina Major trends ranking of Russia's Arctic regions

Keywords: Arctic, macro-region, regional identity

The article analyzes the basic images that compose the Arctic identity in Russia's Arctic Regions. Identified the following meanings constituting singularity space as macro-Arctic Russia: climatic, national, socio-cultural, economic, geographic and symbolical.

A.A. Musiyezdov The territorial identity in contemporary society: a theoretical analysis

Keywords: territorial identity, identity, territory, branding.

The article deals with analysis of specificities of territorial identities in contemporary society. Globalization processes affect different aspects of social life and problematize territorial identity. Various social actors faced with the necessity of expression their own distinctness and independence in these circumstances. The features of modern society that are of fundamental importance for the formation and functioning of territorial identities are the change in the balance of society and territory, on the one hand, and the change of identification mechanisms themselves, on the other hand. This leads to an increasing necessity of regional images designing. In this connection it is important to distinguish the formation of territorial images to promote sites on the one hand, and to provide a positive self of local inhabitants on the other hand. Mixing of these goals leads to inefficiency of practical action.

O.V. Ignatyeva, O.V. Lysenko One project analyses: “Perm cultural revolution” in sociologist’s eyes

Key words: Perm cultural project, city identity, cultural politics, city society, social strata of the city society, city branding, territorial marketing

The article considers the Perm cultural project realization experience – the ambitious program of the cultural development of the region that was being implemented in 2008 – 2012 in the Perm region. On the basis of the modern cities’ societies analyses, and relying on the field research, document analyses, and personal surveys data, the authors analyse the key ideas of the project, the reaction of different social strata of the city society towards it, and some of its consequences. The draft version of the conditions required for the successful implementation of the projects dealing with the cultural politics of Russian regions and cities is presented in the article.

L. E. Dobreitsina Branding Industrial Town: In Search for Meanings, Problems and Perspectives (the case of Nizhny Tagil).

Key words: Ural, branding of industrial city, Nizhny Tagil

The article is written as a reflection on the possibilities of brand development for Nizhny Tagil, a typical Ural industrial town. The author considers the positives and negatives of “industrial town” brand and the opportunities presented in this regard by traditional crafts – namely, Tagil painted trays, and also by natural resources, i.e. malachite. The two brand themes pro-

posed here are already partially being realized in Tagil, but, in author's opinion, they could benefit from more vigorous development: Tagil as a town of craftsmen (inventors, artists) and Tagil as a domain of Demidov family (the famous industrialists and philanthropists). This text provides justification of these two brands both from the historical point of view, and based on the realities of contemporary life. The conclusion is that, by complementing each other, these two themes will help to realize the main and obvious brand of Tagil as an industrial town, a factory town – by doing this on a substantially better, more positive, “humanized” level.

L.M. Gavrilina “Kaliningrad text” as representation of regional identity

Key words: self-identity, identity, identity crisis, regional identity, local text, super-text, communication

The article addresses local texts as a representation of the regional identity and as a form and the method of its creation. During the two recent decades there has been a real boom of local texts which became a reaction vis-à-vis the existing identity crisis. This is the way for local communities to establish “the local order against background of a global chaos” in the context of the “liquid modernity” (Z. Bauman), by trying to make its space more meaningful through constructing special features of their locus. The author of the article defines the phenomenon of the “Kaliningrad text” as a “local super-text” that has emerged as a manifestation of the Kaliningrad sub-culture and representation of a regional identity. The article emphasizes structural characteristics of the “Kaliningrad super-text”, its key themes and tunes, the stages of its genesis and trends of its development.

L. V. Bekh Fine ceramics in the context of polymorphism Ukrainian cultural space in the 17th century

Key words: fine ceramic, functioning, Ukraine, polymorphism, porcelain, faience

The article is devoted to features the functioning of fine ceramics on the territory of Ukraine in the 17th century. This article briefly examines the specificity process of gradual inculturation of the porcelain and faience in everyday life of the Ukrainian elite

V. N. Konstantinova Urban and rural identities: methodological aspects and some results of the oral history researches of images of cities of Pryazovya and urbanization processes in the region

Key words: oral history expedition, Pryazovya, identity, urbanization, townspeople, peasants.

The article presents the methodology and results of the oral history expeditions aimed at studying the urban and rural identities in the context of the research of the Northern Pryazovya citizens' perception of peasant-settlers and their place in the social structure of cities. Materials of these oral history expeditions give the opportunity to see through the eyes of the Northern Pryazovya inhabitants, of the first half of the twentieth century, the urbanization processes of this period; to make some observations about how deeply in the minds of the urban population of this region rooted myths and stereotypes about peasant-settlers and vice versa. The urbanization processes have been one of the most significant characteristics of the Northern Pryazovya history from the last quarter of the XVIII century. It is substantiated that the rural element played a

prominent role in the urban colonization of the region; the character of perception by traditional rural population of Pryazovyya of new settlements in a certain extent influenced the course of urbanization; the formation of «urban lifestyle» has undergone a significant impact on the part of the rural population life of the region; the categories «Own» -«Alien» were among the key in the perception by the peasant population of the region of the urban citizens; the cities since the time of their appearance played a role of outposts of policy of unification and centralization in the region, which was one of the reasons of the ambiguous attitude of the local peasants to the urban way of life.

I.I. Lyman Anti-"city of brides"?: The image of Zaporozhye as "Cossack male union", or "Women were not allowed on Sich"

Key words: the image of the city, Cossacks, Zaporozhzhye Sech, Zaporozhzhye, gender, myth, stereotype.

Complex of problems associated with the formation of the image of Zaporozhzhye is considered in the context of reflections about the nature of the relationship between historical realities and myths, about the mechanisms of formation of the latter, about the specifics of influence on the images of certain areas of the real facts, events, processes and trends that have occurred in the past, their refraction in the folk tradition. Particular attention is paid to the stereotypes about celibacy of Zaporozhzhya Cossacks, the existence of Zaporozhzhya Sich on the island of Khortytsya, about city Zaporozhye as the "heart" of the Cossack land. Case study of Zaporozhzhye is indicative in terms of stereotypical characters that generate regional identity.

O.V. Riabov «Sveta from Ivanovo» as the Mirror of the Snow Revolution

Key words: «Sveta from Ivanovo», 2011–13 Russian protests, political mobilization, Orientalism, Postcolonial studies, capital and province, regional identity

The case-study deals with representations of a young supporter of United Russia, Svetlana Kuritsyna (a.k.a. «Sveta from Ivanovo») in the discourse of the Snow revolution in Russia. The author points out that her image was exploited by both the protesters and authorities in political mobilization. The article demonstrates the liberal opposition's attitudes to the Russian province that shapes social support of the protests.

T.B. Ryabova, I.N. Codina, L.V. Bunicheva «The City of the Brides»?: On the role of gender markers in regional identity.

Keywords: Gender markers, gender stereotypes, masculinity, femininity, regional identity, city image, city brand.

The paper analyzes gender markers inclusion in regional identification basing on sociological research in the city of Ivanovo. The authors examine shared attitudes to the specifics of Ivanovo masculinity and femininity. Ivanovo citizens explain such specifics by special conditions of the "City of Brides", linked with supposed gender imbalance in the city. The paper shows how such stereotypes influence the evaluation of the city symbols and the city image.

E. Pankratova Life satisfaction in the “city of brides”

Keywords: life satisfaction, subjective evaluations, factors influencing life satisfaction, subjective well-being.

The article is devoted to the analysis of life satisfaction phenomenon. Treatments of the concept of foreign and domestic scientists are given. Various ways of life satisfaction assessment are analyzed. The results of the author's sociological research (May, 2013) are given in article. The survey purpose is to study various aspects of Ivanovo population life satisfaction. As a result of research factors, influencing life satisfaction, are revealed.

V. N. Kalyuzhniy. Ukraine I love, but ... (about one aphorism of Lubomyr Husar)

Key words: Ukraine, East-West, Husar, structure, syntax, Semantics, logic, opposition, homeland, love.

The maxim of Cardinal Lubomyr Husar (Ukrainian Church): «Between East and West Ukraine there is no division, there is a separation between those who like the Ukraine, and who does not love her» is analyzed. The work is done in a structurally-semiotic way. The syntax, semantics and the logical structure of the utterance is studied. The phrase is seen in the political, cultural, and theological contexts. Peaceful at first glance judgment turns out to be confrontational.