THE IMPACT OF HISTORICAL AND CULTURAL PROCESSES ON THE DEVELOPMENT OF WOMEN’S TRADITIONAL FOLK COSTUME OF THE VLADIMIR PROVINCE XVIII – BEGINNING OF XX CENTURY

Valkevich S.I.

Shuya branch of the Federal State Educational Institution of Higher Professional Education “Ivanovo State University” Russia, (155908 Shuya, street Sverdlova, 125-a, 15), e-mail: svalkevich@yandex.ru

There was a research of the impact of historical and cultural processes on the women’s traditional costume of the Vladimir province of XVIII – beginning of XX century. It was determined that there was a sarafan complex with kokoshnik and poneva complex with a headwear “Soroka” in the Vladimir province. Feature of the innovative features of the Vladimir province is that it is worn with an inclination forward. The shirt consisted of two parts - bases and sleeves. The cut of the sleeves was different, but the main variant was long sleeves, sharply narrowed to the wrist. The material for shirts and sarafans was a linen fabric, as a result of the development of textile production - cotton fabric. Round festive sarafan was made of heavy silk, everyday sarafan was made of cotton fabric smoothly dyed, and with printed fabrics. Poneva was made of red, blue wool with white inserting. In the second part of the XIX century, the were no clearly expressed traits of the traditional costume complex, because it was pushed out by urban fashion. The festive clothes was differ from everyday clothes first of all the quality of material and inserting.

THE THEORY OF MATERNAL BY JULIA KRISTEVA AS A STRATEGY FOR ANALYSIS OF FEMINITY IN THE CINEMA

Glushneva Y.D.

FSAI HPE «Siberian Federal University», Krasnoyarsk, Russia (660041, Krasnoyarsk, Pr. Svobodny, 79), e-mail: yuliya_glushneva@mail.ru

The article is devoted to the theory of maternal by French philosopher J. Kristeva and the potentials of its application to research of representations of femininity in the cinema. The relevance of this paper is due to the necessity to develop the theoretical and methodological program in the feminist film criticism of our country, which has primarily a descriptive nature. The analysis of the functioning mechanisms of the cinema as a cultural and symbolic practice in their correlation with the concept of J. Kristeva is given in this article. The research specificity of applying the theory of maternal in film studies is considered in the paper. The significance of the reception J. Kristeva’s approach for analysis Russian films is substantiated within the bounds of the present study. For this purpose, the attempt was made to emphasize main peculiarities of maternal discourse in Russian culture, which the cinema articulates, as well as to identify new tendencies of representation of feminine/maternal in Russian cinema.

СРАВНИТЕЛЬНАЯ ХАРАКТЕРИСТИКА СОЗДАНИЯ САЙТА УНИВЕРСИТЕТА В РУССКОЯЗЫЧНОЙ И АНГЛОЯЗЫЧНОЙ ВЕРСИЯХ НА ПРИМЕРЕ СИБГАУ

Городищева А.Н., Фомина Ю.В.

ФГБОУ ВПО Сибирский государственный аэрокосмический университет им. академика М.Ф. Решетнева, Красноярск, Россия (660014, Krasnoyarsk, рабочий, 31), e-mail: info@sibsau.ru

В данной статье рассмотрены проблемы создания структуры и контента сайта университета на нескольких языках. Проанализированы мотивации к созданию мультимедийных сайтов, связанные как с официальной по-