

используют некоторые подходы, чтобы облегчить для восприятия человека столь резкий контраст старого и нового. Таким примером является здание Олега Дроздова по ул. Чернышевского, который сочетает в себе новизну и дух старого города. Архитектор предложил использовать для облицовки здания кирпич, бывший в употреблении в домах, которые были разрушены. Таким образом, люди воспринимают здание как родное, как будто оно было там всегда.

Главная задача архитектора в современном городе – творчески и оригинально осуществить переход от старой исторической архитектуры к новой современной, чтобы люди могли ощутить жизнь города во всей его полноте.

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TOLERANCE IN CULTURE OF A PROVINCIAL TOWN

The urgency of investigation of the problem of creating the tolerant world or politically subjective cultural reality, of a town in our case, requires viewing and reconstructing of ways of life and the picture of the world of the town I live in. Mariupol used to have the population of nearly half a million residents, who represented 82 different nationalities.

So, let us try to reconstruct their ways of life, pictures of the world of various communities on the basis of the products of their activities, in most cases the results of such activities being appearance of texts of different types (religious, political, ideological etc).

Poly-ethnic and poly-confessional character of the population of the hometown was caused by its special status and also its geographic situation (on the shore of the sea of Azov, Greek settlers from the Crimea were moved there in 1778, prior to creation of a powerful industrial area two decades later.

Shifting of national, cultural and religious (anti-religious) did cause certain difficulties for local ethnic communities. However, there were no ethnic or religious conflicts on the town's territory. During the times of the Soviet rule in Ukraine the accent was made on social and industrial development of the area.

The objective of our investigation is tolerance in the culture of a provincial town. In humanities it is a universal practice to link national culture with the ideas, regarding the value of other cultures and worship unique character of any culture. Contemporary understanding of tolerance means cultural dynamics, seen as balancing between the extremes: on the one hand there could be an absolute indifference of one culture towards the other, ensuing in impossibility of their interaction and loss of cultural variety and stimuli for changes and development, on the other hand assimilation of one culture by the other

Acquaintance with alternative cultural forms, as a rule, happens to be a prerequisite of tolerant relation of bearers of one culture to specific forms of other culture.

In the modern world such acquaintance is primarily provided by mass media, that on the whole depict quite a mixed view of the world, it training the perception to get acquainted with artifacts of other cultures with some interest, avoiding negative judgment.

Still, what have just been mentioned, paradoxically is largely relevant for capitals, or cities, close to them. The situation in provincial towns and cities is entirely different. A resident of a provincial town, particularly a small remote one, turns out to be poorly adapted to perception of new cultural forms or phenomena of other cultures. Here, we obviously seem to be confronted with a paradoxical situation. On the one hand in a small provincial town sharp cross-cultural conflicts, like religious are not likely to happen. On the other hand the culture of a provincial town appears to have been rigidly organized and not capable of accepting or co-existing with new, different cultural types.

Mentality of a resident of a provincial town differs from mentality of a resident of a megapolis, it proving different character of the influence of mass media upon formation of human mentality and specific system of values of resident of a provincial town, that is determined by a series of cultural forms of such a town.

The problem of tolerance acquires special urgency in the modern world. Globalization requires the mankind to solve a series of the world problems, particularly the problem of growth of xenophobia, intolerance, extremism and terrorism of today's world. Today, this problem is especially vital both for Ukraine and the entire mankind. The necessity to oppose terrorism and extremism is determined by modern tendencies throughout the world.

Conclusions: mentality of a resident of a provincial town differs greatly from mentality of a resident of a megapolis, it proving different character of the influence of mass media upon formation of human mentality and specific system of values of resident of a provincial town, that is determined by a series of cultural forms of such a town.

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ЦИВИЛИЗАЦИЯ, ГОРОД, КУЛЬТУРА

Цивилизация, город, культура... Эти понятия тесно связаны между собой, хотя и отображают разные процессы.