

TRANSDISCIPLINARY HUMANITARIAN, SOCIAL, CULTURAL AND EDUCATIONAL GRANT PROJECTS IN KUZBASS DURING 2011-2013

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ABSTRACT

This article presents the experience of designers, experts in cultural studies, and teachers from Kuzbass in creating an innovative atmosphere in microcommunities of the region in order to organize expositions of humanitarian and educational projects. We analyze the potential of expositional activity of winners of grant projects in the Kuzbass region in recent years, which was aimed at attracting adult citizens to participate in practices of designing the desired future. These forms of social and cultural activities require understanding of public and educational subjects, which is clearly evident in the regional educational experience of self-organized adults.

UDC & KEYWORDS

■ UDC: 008, 009, 304, 374 ■ HUMANITARIAN TECHNOLOGIES
■ CULTURAL POLICY ■ PREVENTION STRATEGIES
■ CULTURAL AND CREATIVE PRACTICES

INTRODUCTION

At the end of November 2012, during the preparation for international exposition „Holy Russia - The Great Russia“ headed by the initiative group, the author of this study participated in the regular regional grant competition „Youth Chamber“. The competition is supported by the administration of Kemerovo city. The announced project stipulated active multidirectional humanitarian and educational work of the adult population of the city during the Kuzbass exposition campaign. During 2008 – 2013 the author of this article worked with a broad adult audience of beneficiaries to search for mechanisms of humanitarian indicators „improving the quality of life“ (self-organization, flexibility, mobility and social initiative, stress stability, reduce anxiety and conflict, etc.), for development of „adaptation ability for restructuring and renewal“, for changing „absorptive“ setting to „creative“.

Thus, in the project development during 2011-2013 similarly to A. Tarasova (2006) and A. Kurumchina (2008) we analyze expositional activity in the contemporary culture of postmodern, which is regarded as a manifestation of social and cultural transformation of modern era. At the same time we were confronted with the question of how much necessary and whether efficient to change motivational structures and ideological dominant to ensure that representatives of the middle and older generations (members of transformational processes of transition „from material resources and needs to cultural values“, and „from reproductive to creative content of activity“ and „to produce creative environment“) take part in the competition of expositional projects? Let us discuss this in more detail.

Grant projects

Who walks on the path to creative environment?

As noted by A. Buzgalin „... the need for creative dialogue, perceptions of cultural values even until the beginning of the

era of self-negation pre-history is an exception and marks a transition to the „other side“ of material production“ (2004, p. 54). The authors strongly argue the following thesis: we „... under creative environment understand the world (social space and time) of co-creation, dialogue, unalienated relationships, which include Man and his [creative] activity, the objective world of culture, nature (biosphere)“ (ibid). This direction of social research is close not only to the ideas of modern synergy, but also to Russian cultural studies. The evidence of this lies in the position of Doctor of Cultural Studies, Professor G. Minenko who is convinced that today we can distinguish a qualitatively different effective „development strategy for humanitarian socio-cultural projects“. The strategy stipulates building an innovative economy in the given system, where, in particular, „we can use the principle of „hard armor - soft core“, where „the outer layer is formed with inertially developing areas of division of labor, which leads to the competitiveness of state in the world markets and international division of labor“. „Soft core“ is represented by humanitarian technologies, subtle setting of individual and society, which allow to enter the path of organic growth free of ideological prejudices“ (Minenko, 2009, p. 167). Following this research logic, back in 2008, we started to run a series of pilot cultural expositional projects in Kuzbass. While continuing them until now, we relied on the position of L. White (1997) and at the same time aimed at defending the theses determining the reasons of failure of Russian reforms in education. The latter we saw not due to the crisis of the liberal-democratic capitalist model of power but due to reformers' ignorance of the consequences of „transformation of the totality of cultural environment (as its significant productivity)“, because „it is the culture that presents the main final determinant of human behavior and identity formation“. That is why education must nowadays carry not only „the traditional function of transferring social experience, but, to a greater extent, anticipatory, preventive function of preparing a man to the life during crisis“, i.e., education must be the means of identity self-projection under the conditions of unstable space of life activity. For this purpose a change in motivational mechanism during the process of gaining experience of self-organization becomes extremely important for the subjects. A kind of „field conditions“ helping to expand creative and innovative atmosphere in the community to a large extent could be thanks to the extremely productive multidirectional international congressional-expositional and competitive-projective educational activity for self-projecting the desired future by members of all generations, ages, because „every exposition ... presents the first step of making dreams of the future come true“. „A question of building the future is the question of an accurate historical analysis: to whom, to what groups, interests, and archetypes we should include certain proposed and implemented projects, which are individual specific but social in terms of content and importance. A. Kurumchina states that „a postmodernism model“ during ... expositions is of utmost importance.

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However, the emphasis of exposition has shifted from demonstration of technological progress to manifestation of a variety of human cultures. The humanitarian component dominates" (2005, p.11).

During the large-scale public cultural practices in implementing and presenting interdisciplinary programs at the expense of launching synergy mechanisms, culture experts in Kuzbass managed to prepare conditions for creative environment to train „mental and communicative compatibility of participants in developing significant solutions" (Budanov, 2008) that was fueled by competitiveness in selection tests that require continuous improvement of interpersonal communication skills and self-presentation.

Successful experience of self-mobilization of adult population of culture experts and educators in Silamikuzbas. In the indicated direction at the Scientific and Research Institute (NII of Applied Cultural Studies, Department of Cul-tural Studies at Kemerovo State University of Culture and Art (KemGUKI), Department of humanities and artaesthetic disciplines at KRIPKIRO, during the last year in the Network Resource Center at State Educational Establishment of Secondary Vocational Education (GOU SPO), Kemerovo vocational and technical college, culture ex-perts implemented from 2006 to 2012 a series of pilot projects as an example of „creative self-mobilization" of the adult population of local community. Their particular characteristic is literally the demonstration of precedents of „self-exploitation for the sake of an idea or concept". The projects were based on motivating „liberation and use of potential of an individual in practices natural for the life activity of Russians" (Minenko, 2009, p. 169-170).

Already after the very first stages of project implementation the following statement of G. Minenko (2009) is valid: „the summation of individual potentials creates a prerequisite for the removal of ... limitations and achievement of a cumulative effect", thanks to which more than 76% of project participants according to interviews and observations prevailingly preferred the collective decision-making model to individual decision-making model under „parallel processes" in unstable and even conflicting situations. But what is more valuable is that project participants themselves are ready to use the collective decision-making model under time pressure. Namely this type of project participants allowed us to understand the features of nonlinear effects of interactions, which required from subjects to be patient in constructing models and methods of collective creativity skills, responsibility of the expert community. This fully meets the objectives of the educational policy of the new century.

In the management of major projects we applied the methods of meta-analysis, which allow analyzing the determination of patterns of process and manifestation of social and cultural transformation, and the consequences of this phenomenon. In particular, during the considered period we interviewed more than three thousand people.

In part, the projects also were targeted to find determinants for „innovative push" in Kuzbass. This seemed possible through the creation of precedents of the innovative atmosphere itself, which was key for the success of self-organizing projects of provincial communities that are radically different on this indicator compared to similar participants from cities.

Therefore, the objectives of projects under consideration were, firstly, to launch motivational mechanisms that stimulate a change in the model of life activity, which can

develop human resources, hidden potential to move from „partnership-rivalry" to the ideas of cathedral brotherhood, based on the vertical-horizontal value and meaning coordinates of national culture. Secondly, to find necessary conditions for maintaining „certain romantic mood" as „rootedness of human consciousness in feeling the infinity", which is also based on „immediate feeling of no boundaries of own possibilities, limits of activity, i.e., it was important to visualize some „open horizons - both in consciousness of the subject and in reality" (Minenko, 2010, p. 286).

One of the results obtained from a similar experiment of self-organizing creative environment and space at the local level in provincial communities is the appearance of the regular experience of reflection that environmental, cultural enlightenment, and educational influences on the moral, ethical, and value motivation of voluntary project participants are significant. The most comprehensive list of project participants include regional noncommercial organizations NKO of disabled children, staff, and convicted in all correctional establishments IU in Kemerovo region, veteran social organizations, educators and practitioners of OU in Kuzbass who are attendees of KRIPKIPRO, and also people living in the areas of complex urban development, pupils, students, teachers at Higher Educational Establishments VUZ and Secondary Special Educational Establishments, SSUZ in Kuzbass.

One of consequences of this work is a diagnosed change of latent internal typical motivational characteristics from adaptive-leveling to active-activity for regular project participants in 2011. It is worth reminding that the result achieved by participants of social and cultural projects is stated in the program documents of the Ministry of Education of Russia and in educational standards (Federal State Educational Standards) of new generation as the desired indicator of effectiveness and quality of organizing the entire system of education.

Conclusion

In conclusion, I wanted to reiterate the idea that the development of a model of creative environment in Russian society can be implemented if internal initiatives of self-organization are supported by external – state-institutional funds, which are interested in developing the need of people to be able to resist the pressure of unfavorable environmental factors and focused on self-examination of own resources and potential, where people knowingly agree with the „unjustified" and „inefficient", but only at first glance, energy and time, emotional and intellectual costs. Such an approach allows to address researchers to further search for an answer to the question „what exactly a new, integral to its history and mentality of people of the cultural totality will be in Russia ... „ (course work – E. K.) (Minenko, 2010, p. 286).

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