

ABSTRACT

Searching for the new motivation of arts education in the context of popular culture and digital media: the Russian example

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Research questions that the paper is address – what do we have to pay attention to, concerning the strategy, the tactics and the practical models of art education in the context of the current sociocultural trends, stressing on the expansion of popular culture and digital media; how to awake more interest and activity of young people in Russia in this field, taking into account the cultural heritage and the modern facilities of different regions in Russia

Methodological approach. The research is based on the idea that the new sociocultural circumstances in Russia impact evidently the young people’s motivation in different educational areas, including the art education. We took under consideration is the mass-media impact, so we needed to use a content-analysis method, observing the appropriate magazines, newspapers, TV-programs, internet-resources etc. To analyze some aspects of young people motivation/non-motivation in the field under consideration, we used the survey method, collecting the data by the fixed questionnaire in some regions in Russia (Central part of Russia, Syberia region, the Russian Far East, Moscow). We too analyzed the best art education practical examples in some regions paying attention to

such approach as the integration in this field.

What is original about the research. We tried to find out the “growing points” for the improving, modernizing the strategy and the technologies of art education (in its wide sense) paying attention to very new (comparing with the former generations) circumstances of the young people social and cultural being in Russia, including different dimensions and influences: the value system changing, social, cultural and subcultural differentiation, “open society” situation and intensive intercultural communications, de-institutionalization of social and cultural life; the expansion of popular culture and the digital media widespread, refusing of the paternalistic type of life and due to awareness of the necessity to be "self-made men"; rising of national self – consciousnesses and coming up a lot of practices to maintain it. We can't leave out of account these new factors in the Russian sociocultural space in general, as well paying high attention to the regional cultural diversity like a very important resource to complete the different models of art education in modern Russia.

Keywords: motivation to arts education, popular culture, digital media, Russian experience

Conclusion. The new generation of young people is really a very new subject in many aspects, including their interests; their motivation to the different kinds of activity – educational, leisure-time, creativity etc.; their style of consciousness (sometimes they name it “a clip consciousness”); their technological skills etc. In many points, this is the impact of such new sociocultural processes in Russia, as well as the influence of the world general trends. In this context we can't to copy the “normal”, established, taken from the former times approaches in the field of art education, but modify it continually, using new and attractive for the young people technologies, monitoring the interests, the motives of attractiveness/unattractiveness of the art education approaches practicing for the different age groups. Some samples of art education in Russia give us the opportunity to reveal and to use the great potentiality of this practice *to combine* the stimulation of young

people's interest to very traditional national arts (for ex., traditional music, dancing, dressing) and their modern ardours (rock, hip-hop, computer technologies etc.).

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