

ANNOTATION

Subject matter of the dissertation: Festive events as a means of familiarizing young people to the folk culture

Author of the master's dissertation: Tsyganok Ekaterina

Scientific supervisor of the master's dissertation: Kitaevskiy rural House of Culture

Customer organisation: Grigoreva Alla Viktorovna

The topicality of the research due to the fact that in modern Russia violated the spiritual unity of society, changing life priorities of the younger generation, is the destruction of the values of the older generation and deformation of traditional for the country's moral norms and moral principles. And at the same time, along with these negative phenomena, for modern Russia is characterized by the process of the revival of traditional culture, reviving traditions and spiritual foundations of life of the people. Familiarizing the younger generation to the traditions of his people, to the culture of their region is estimated by modern society as a vital issue.

Native culture has to find a way to the heart, the soul of a child and to be the basis of his personality. People say: "there is No tree without roots, a house without Foundation." It's hard to build a future without knowledge of the historical roots and relying on the experience of previous generations. It is therefore particularly acute problem of education of the person, capable to focus on spiritual norms and values (humanism, patriotism, spirituality).

Folk traditions, rituals and holidays have significant pedagogical potential and can be an effective means of spiritual and moral education. For millennia, the festival was a traditional form of entertainment, which, in turn, has not only fulfilled the function of entertainment, but also a number of other functions, which can influence the formation of personality, her education, affecting important life issues from certain spheres of human activity.

The main **objective** of this work is to identify potential celebratory events as a means of introducing youth to traditional culture.

Tasks:

- to reveal the essential characteristics of the concept "festivity" in the context of its functional diversity;
- to reveal the peculiarities of traditional culture;
- to characterize the specificity of the youth audience as the main target audience of festive events;
- to characterize the activities of individual cultural institutions on the subject of celebrations;
- to develop recommendations on improvement of the activities of the House of Culture

Theoretical and practical significance of the research lies in the fact that the author has undertaken the generalization of theoretical knowledge of folk (traditional) culture, about its significance in the life of modern society, as well as the importance of its preservation and implementation; the revised definition and terminology concepts of the desired field; systematic characteristics of the youth audience.

Results of the research. A study in the first Chapter, helped to identify the function of the festival as part of the folk (traditional) culture, the essence of traditional culture, its characteristics and social portrait of young people as the main target audience of cultural events. Having studied the theory of the concepts, their nature, classification and functions, we came to the conclusion that the folk festivals enable young people to feel as a part of their own ethnic group, to learn his traditions and to develop creative abilities. We also found out that popular culture is a form of transmission to new generations the elements of moral and spiritual culture (the aggregate of human experience, values, attitudes, behaviours) and has a high moral and educational potential, so that it can function as a means of spiritually-moral education of youth.

The second part of the thesis is practical. It was a General characteristic Kitaevskiy rural House of Culture. Studied history of House Culture, its activities

and characteristics in General. It was found that House of Culture, as a professional cultural institution that is able to perform a large number of social and cultural functions, to participate in various municipal programs, events and projects to raise the cultural level of the rural population, as well as forming the main part of leisure activities for all-round personal development of the younger generation.

Thus, with the help of the tasks were performed the main purpose of the study, namely: development of recommendations on improvement of performance of Kitaevskiy rural House of Culture in terms of educating young people, using folk traditions and folklore.

Recommendations: After analyzing the results of our survey were presented options for improvements to the activities of the local House of Culture. The Foundation has developed programmes to involve young people in the national art consists in the systematic use in practice of all varieties (genres) folk art by exploring and execution of works of folklore, which is able to instill in the younger generation love to native culture, to feel her, to touch her (for a detailed description of the recommendations specified in the operation). By inviting children and youth to the origins of Russian ethnic festive culture, we develop the identity of the person who formed her worldview and mentality.