DESIGNING OF HOLIDAYS AS AN EFFECTIVE METHOD OF ETHNIC CULTURAL INFLUENCING ON THE MENTALITY OF MODERN STUDENTS WHICH LEARN FINE ARTS IN UNIVERSITIES

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ABSTRACT
Problem and Purpose: The study reveals the problem on formation of mentality among modern students learning fine arts in universities. Proceeding from this problem, the authors set the goal: to identify and improve the level of intercultural self-determination, self-identification and intercultural interaction for mentality of modern students learning fine arts in universities.
Methodology: the scientific process is based on the analysis of philosophical and cultural positions, theoretical studies, and is supported by federal state documents. The ascertaining experiment was carried out, and then the research tasks were determined by the empirical method, and by means of both observation and practical results. In particular, questioning on the issues being considered, monitoring of students in the course of intercultural interaction process, namely in the process of holding national holidays and festivals, and excursions to the near abroad. The analysis has allowed us to determine the criteria for revealing the level of mentality, to reveal the model of forming the mentality of modern students on the basis of a university, and then we carried out educational and control experiments which prove the effectiveness of the proposed methods. The educational experiment model is based on the competence approach with the use of the regional component in each discipline of the professional cycle. The designing method is based on a scenario approach. The phasing and development of divergent thinking were used as teaching methods. Levels of education were reproductive, heuristic, and creative. Educational methods: reliance on the experience of cultural contacts available for the individual, the purposeful formation of new intercultural interaction experience, activation of collective creative activity of students in promoting the development of intercultural interaction between countries.
Results: The need for the impact of intercultural interaction through the designing of an ethnic graphical holiday on the mentality of modern youth is considered. Important mechanisms and principles in the designing of a holiday are defined: a conceptual basis, a self-consistent form, meaning, and significance of events. Effectiveness of new experience purposeful formation methods in intercultural interaction in the process of forming the mentality of art students has been proved. It is proved that the artistic design of holidays has a positive and effective impact on mental values of modern students. The interest to studying of the culture rises by 70%, activity, and desire of interaction in researches of national traditions increase by 83%, and interest to create new and visit traditional national holidays appears at 90% of students. When solving artistic and creative tasks in the design process, a method of reminding past experience, and possibly unsuccessful solutions is possible, in which creative ideas arise and are created. When holding exhibition events, it is important to design and focus on all observation points through 3D graphics, contemplation of paintings, as well as places for detailed information about paintings, and examples from
literary genres and mythology are possible. In order to effectively attract young people, deliver information to viewers when creating banners, advertising booklets, and other printing products, it is necessary to take into account their peculiarities, in particular, the image transmission resolution upon wide format and narrow format printing.

**Conclusion:** The authors have defined the stages in the process of forming a mentality; they are: cultural self-determination, cultural self-identification, intercultural interaction; and components of mentality are creative inclinations and factors. Effectiveness of their influence on the mental values of modern students is proved. The level of mentality of modern students learning fine arts in universities is increased by means of the education method intended for designing holidays.

**Keywords:** mentality, design, folklife culture, holiday, artistic education.

**INTRODUCTION**

Traditional holidays have always given joy, favoured, and almost always made a positive emotional mood. Carrying out of those activities influenced different feelings, touched the elements of perception of reality, memory, thinking, and imagination contributed to effective formation of spiritual and moral values among modern youth. As noted by many scholars, culturologists and philosophers, it is spiritual and moral development that is the basis for the formation of culture. In some our recent articles, we looked at how much Russia is rich in social ethnic groups. Let us recall the historical events of migrations, in particular, the migration of nomads on this and neighboring areas, then the emergence of the Kievian Rus, the conquest of the lands where the tribes have settled and formed settlements of various peoples, from the Greek, Scythian and Sarmatian (archaeological reserve museum Tanais, Rostov region), Cossacks, Slavic peoples, the foundations of fortresses (Dimitry of Rostov Fortress, namely, Rostov-on-Don, Kiev-Pechersk Lavra Monastery, and many others), formation of states (USSR), then CIS. Each ethnic group located on the territory of Russia, has its own traditions, rituals and customs to which a tolerant attitude is necessary. In parallel with the growth and development of information systems, the socio-cultural level of modern youth is also rapidly developing. The emergence of quick access to the Internet, appearance of smartphones, and spending most of the time in social networks form their own clipping thinking and closeness in real communication. At the same time, creative abilities, figurative and divergent imagination, lateral logical thinking, in particular among students learning fine arts in universities, actively develop. Their active interest in the participation and conduct of holidays of various kinds should be noted, especially when preparing and using in their creative activity of effective incentive methods: praise, accumulation of rating points, positive evaluation, co-creation, cooperation, collective and group work, and others. This is confirmed by the active participation of students in the events "Festival of Science", "Week of academic mobility". However, these activities are not only indicators and benchmarks for us, as they are scientific in nature, but also they shape people's mental cultural values that need to build and maintain their level of development. This is indicated in the Concept of Artistic education, the Doctrine of Education of the Russian Federation, and in federal state standards, intended "to promote the development and formation of a common culture of individuals" 1.

Russia is rich in a multicultural folklore heritage. The system of these cultural values includes both subjects of ethnic art, literature, music, and folk traditions, rituals, customs, and also folklore festivities. Ethnic culture in Russia include celebration of Orthodox, Slavonic, Ukrainian, Muslim, Armenian and other holidays. The main goals of cultures are traditionally considered preservation and self-development, and now also re-thinking, improving people's experience and heritage. Here we can point out the following mechanisms for achieving this goal:

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- Museums and galleries being subordinated to the Ministry of Culture, or private ones.
- Organization, participation and holding of events, in particular ethnic holidays.
- Performing works of folk art based on and in the traditions of ethnic cultures.
- Study of historical events of the folk group, legends, epics, and other works of a literary genre.
- Creation of conditions for the development of public education.

Applying the above mentioned mechanisms, modern youth forms not only their culture, upbringing, individual consciousness, professional self-identification, but also spiritual and moral values. The latter contribute to the formation of the mentality of modern youth. Let's recall that the concept of "mentality" originated from the Latin word "mentalis" - the mental, it was defined in the Great Soviet Encyclopedia as "a way of thinking, a set of mental skills and spiritual systems inherent to an individual or social group". Noah Webster's American Dictionary of the English Language gives two meanings of the word:

- The intellectual potential of an individual;
- The way of thinking characteristic to a certain socium.

So spirituality in development is manifested not only by each individual, but is a characteristic feature of each nation. "Mentality is something "average" between an individual and a "collective unconscious" and specifically-historical forms of social consciousness. Its kernel (essence) is concrete-historical specificity of a culture of thinking and the spiritual order of the nation". For example, qualities inherent to the people of Germany are slowness, consistency, thoroughness, accuracy, patriotism, nation cleanliness, respect, discipline. The publicist W. Meister in his article about the existence of differences between Russian and German mentalities defined: "What is a civilization? First of all, this is an ancient urban culture. This is traditions, conventions, decorum. This is internal self-discipline, responsibility and voluntarily accepted obligations. Where any work is a valor and virtue, etc.". Knowing these characteristics, you can design these or other events by certain means. Let's consider such street art as graffiti. It is applicable in the Czech Republic, Prague, and in other European countries. In Russia, this kind of modern fine arts is just developing. To use it you need a special urban culture. Let's recall, if in Europe graffiti exists more than 50 years, in Russia, in view of its historical past, it exists only 30 years. The difference in mentality of the peoples of various countries is determined by a number of philosophical categories: "Natural and cultural, material and ideal, physiological and biological, rational and emotional, individual and collective, positive and negative, philosophical, scientific, mythological and religious, material, spiritual and cultural environment consisting of different types and spheres of society, by types of activity, by way of thinking". Let's note that scientists believe: in view of the rapidly evolving progress of information technology and the Internet-resources, most of today's youth identify themselves

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as Europeans. However, having visited other countries, and having got acquainted with their culture, Russians of 35-40 years old nevertheless realize the difference between mentalities.

FORMULATION OF THE RESEARCH PROBLEM
The normative documents and the regulations of the educational structures of the Southern Federal University have defined the competence "Formation of an ability to intercultural interaction", that is, an integral part of the mentality of a student. However, there is no formation of tolerance and mutual respect to another culture. Let's note the ascertaining experiment on a theme of revealing intercultural self-identification and mentality of modern students. In the course of the survey, the students, answering the question "Who am I?" in most cases identified themselves with gender and family affiliation, as well as with the profession. And only a small percentage of respondents, among other answers, identified themselves with a certain cultural-ethnic or ideological group.

Lack of cultural identity in today's students was considered by many scientists such as: V. I. Korneev, L.V. Melnikova, T. A. Chikaeva, N. I. Gulneva-Lugovskaya, and others. In particular, exploring the notion of ethnic identity, V. I. Korneev staged self-identification as a philosophical and cultural problem.

Studying the changes in the cultural identity of Russian society, the Candidate of Philosophical Sciences L.V. Melnikova, as well as many other scientists, consider the relevance of the problem and points out that in Russia "there is the destruction of the old forms of identity and the need to create new ones. In addition, the Russian identity is extremely differentiated and unstable" , and she also considers the concept of cultural identity as a synthesis of cultural identity and self-awareness.

The problem of intercultural and national-cultural identity and intercultural communication was studied by such scientists as linguistics, cultural studies scholars, and political scientists as P.V.Sysoev, T.A. Demina, V. Yu. Papian.

Political scientists argue that the national and cultural self-determination is a part of the system of social-political relations, the significance of which lies in the synthesis of the interaction between national and political phenomena of social relations.

The elaboration of the issue on forming the mentality of modern youth is studied in accordance with narrow social and philosophical categories. The issue on psychological and pedagogical conditions, methods and ways of its formation at students learning fine arts has been little studied in the scientific literature. In the work of G.A. Tsigvintseva, relevance is considered, and the factors that form the genesis of the mentality of modern youth (geoclimatic, ethnic historical, socio-economic, religious) are identified. The conditions for its formation are defined: structural (natural, social, spiritual), functional (formation of people's behavior features: collectivism, community, mutual assistance, mutual assistance, mutual assistance, sympathy for another's grief, public duty). The issue on formation of the mentality was studied in the classical literature in the works of A.S Khomyakov, P. Ya. Chaadaev, S. Solovyov, V. O. Klyuchevsky, G. V. Plekhanov, O.A. Platonov, D. S. Likhachev, R. Pipes, P. N. Savitsky, and N. S. Trubetskoy.

In the works of V.O. Klyuchevsky, A.I. Kireevsky, K.D. Kavelin, A.I. Herzen, N.A. Berdyaev, the influence of the social life features under the oppression of an authoritarian control system and the community way of life was considered.

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Proceeding from the above stated provisions of the actual issue on the methodology for forming the mentality of contemporary students learning fine arts, the research problem could be defined in the following manner: **general cultural factors of mentality among modern students learning fine arts in universities are formed insufficiently.** In connection with the stated research problem, the main goal is to identify and increase the level of intercultural self-determination, self-identification, and interaction for the mentality of the modern students learning fine arts in universities.

Let's note that abroad, in New Zealand, in particular, the Jill Smith University of Auckland conducted a study on the relationship and reaction of European art teachers to the growing ethnic and cultural diversity of their schoolchildren. This event was held in the context of the national demographic program. Having defined a smaller number of ethnic groups of students "Pacifica" (7%), the researcher tracked how well teachers give children opportunities in their cultural self-expression. Teachers gave not only an open interview, provided programs, proved their qualifications and work experience through questionnaires, but also provided creative work (painting, graphics, decorative compositions, collages) of senior schoolchildren. "Fine arts have empowered the students of Pacifica group to express their ethnic and cultural identity and tell their stories, especially at the age of 12-13" [7]. Such examples as described above concerning the need to develop, support and enrich the national culture, both at high school and at comprehensive school, showing respect to ethnic identity, tradition, through various forms of art, performing art works, through literature, folklore, festivals, rituals, customs and, thereby educating other ethnic groups, a lot not only in Russia but also in other continents, which determines the urgency of the problem on a global level.

**Research hypothesis:** the level of mentality of modern art students will increase with the gradual activation of intercultural self-determination, intercultural self-identification, intercultural interaction, and application of socio-cultural factors: artistic education through the example of designing festivals.

**THE SCIENTIFIC RESEARCH METHOD.**

The methodology of the mentality formation system consists of the main stages (intercultural self-determination, intercultural self-identification, and intercultural interaction) and factors (natural, general cultural, historical, and individual) of its formation. The artistic education system is distinguished among the general cultural factors. It is considered by us as a four-part model, namely: 1. Regional component in professional disciplines; 2. Competence approach; 3 Methods: reproductive, formative, creative; 4. Forms: university-wide group events, in particular, the designing of holidays. Let's note that in our earlier articles we have considered both a system of traditional cultures and methods of influencing on the formation of traditional cultural values, and upon that, we pointed out to the need to include the regional component in the education system for the students learning fine arts, which would occupy an important place in all disciplines, both in professional and in general education [8].

Let's consider in more detail the general cultural factor, namely, artistic education, and in particular, the discipline "Designing" at each stage of mentality formation in a university.

**At the stage of intercultural self-determination,** learning the disciplines of the professional cycle, in particular "Designing", there is an analysis of public holidays, familiarization with the culture, traditions,
and customs of various ethnic groups in the form of lectures, excursions, and seminars; also complex classes are allowed.

One of the most optimal and effective methods of influence of ethnic cultures on the development of spiritual values, attitudes, ways of thinking of a modern university student at this stage is the designing of holidays.

So, in the course of preparing their diploma or course works, students learning fine arts, getting acquainted with folklore, mythology, customs, and traditions, determine their themes for designing a holiday. They solve conceptually important tasks: the development of an image design, the design of an idea, the components of events, the means and forms of the celebration. The initial and basic preparation for determining the designs of holidays should begin with the analysis of decorative compositions of objects, for example, folk arts and crafts, that is, the reproductive method of teaching, and recreation of traditional forms of folk culture. Jewelry found in archaeological excavations very often has a decor or figures of a semantic character that has a certain value and could reflect the theme of a national holiday. For example, the Slavic holiday "Worship to the god of rain. Archaeologist B. A. Rybakov having studied the history, mythology, and so on, analyzed jewelry, in particular brooches, etc., and revealed the historical and cultural values of the products of the 6th and 7th centuries AD. Let's note that one of the interesting conceptual design principles distinguished by researchers Yong Chen, Meng Zhao, Youbai Xie and Zhinan Zhang was a "conceptual basis" and a "logically consistent form", and as a result, both "basic physical principles. . ." and "models..." may be synthesized together. The scientists of the Shanghai University (China) offered the innovative model of a hair drying system through the example of redesigning of an immemorial custom. The following system is at the heart of their concept: a need - a function - a principle - a system - a model. However, we can also apply their principles of conceptual design of objects in the environmental design.

At the stage of intercultural self-identification, the participation of students in the organization of exhibitions, festivals, and the execution of creative works for the purpose of developing and preserving cultural traditions is applied. Let's note that their works can be performed within the framework of modern art, but have a traditional character. Holiday actions can be carried out in places of near-abroad countries. When designing holidays, future designers pay great attention to the means of visual information, the development of banners, elements of corporate identity, applying the graphic design means. In order to fully penetrate and achieve influence of an ethnic artistic image, they complement the creation of costumes, accessories, and jewelry. So, using folk, and at the same time modern costumes for participants of the holidays, designers can optimally and effectively reveal the image to guests and spectators of ethnographic holidays.

The Southern Federal University annually organizes and takes part in the socio-cultural festivals and programs in ethnic areas: Days of Slavic Written Language and Culture, Readings from Shevchenko, "Golden Grain", and others. Within the framework of these projects, students create artistic works that contribute to the formation of their national self-identity and the awareness of their native culture. Bachelors of art specially design diploma works devoted to Slavic culture and holidays. Such projects

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10 Yong Chen, Meng Zhao, Youbai Xie and Zhinan Zhang, A new model of conceptual design based on Scientific Ontology and intentionality theory. Part II: The process model. Design Studies 38 (2015) p. 139 http://dx.doi.org/10.1016/j.destud.2015.01.003
emphasize importance of the spiritual sphere of an individual, and develop respect for native art and culture.

The concept of designing a holiday affects the area of environmental design. The latter provides for the solution of tasks of a creative nature.

A figurative method distinguishes among the specific areas as an active form of problematic and creative method of teaching.

Such modern scientists and artists-teachers as M. M. Golovanov, V. A. Shepilova and others distinguish the narrative and figurative method when using the scenario approach in teaching the designing as one of the interesting techniques for designing an exposure of a holiday. "Scenario approach is realized by means of figurative and dramaturgical designing in the exposition design" 11. V. A. Shepilova says that: "In this process, the subject and exposition planning is carried out, which includes, along with the visual structure and arrangement of the accents of the exposition, the most effective ways for interaction of a viewer with each object (foreshortenings, focus points), taking into account the socio-anthropological characteristics, motives and tasks of the target audience " 12. We support their point of view. Organizing a thematic exhibition as part of the holiday designing, it is important to take into account not only the above components, but also to enable viewers to get as much as possible representation and information about the presented topic. For example, American scientists Hwa Young Caruso and John Caruso Jr. described how in 1917, at the exhibition of paintings by American artist Jacob Lawrence, there have been used "...sequentially numbered works on the walls in a room with 10 stops in the center, which provided additional material about each picture... In the neighboring rooms there were similar works, and also audio recordings, photographs, books, records, and video..." 13. The exhibition was devoted to historical events of 1917: migration of blacks to South America and attitude to them of other people before 1960. It reflected both negative and positive aspects of the life of this nation. It should be noted that the artist considered the history of migration of blacks "as part of the American heritage and experience as a whole".

Speaking about application of the computer graphics means (3-D-max, Photoshop, Coral draw) for the designing of the holidays one cannot but mention other alternative creative methods. A researcher from Cambridge, Nathan Crilly, has defined: the elements of preservation and reconstruction of ideas, thoughts, and solving creative problems which reflected on unsuccessful projects or erroneous actions based on the designers experience and their companies, are more creative approach and means of solving problems of recreating projects in the professional practice of designers. The researchers suggest that at different stages of design-design to maintain both positive and negative episodes, then to adjust and create a product with a conceptually new solution14. This method is easy to use, especially if you run the project in graphic

11 Golovanova M.M, Shepilova V. A. Slavic world. Soul glad to a holiday [Digital source]: materials of All-Russian scientific and practical Conference with international participation (Rostov-on-Don, May 20, 2016) / edited by N. M. Kalashnikov [and others];-The Don State. tech. un-ty.-Electronic text data.-Rostov-on-Don: DSTU, 2016.-189
editors, with the ability to store information in files. Of course, some erroneous actions during the design of the holidays can be noticeable in the conduct of an event itself, for example, the quality of the equipment operation, the force-majeure circumstances, or inaccurate and irresponsible work of people which are performers or participants in events. In this field, it is necessary to think over and negotiate with the management or other structures about every detail.

The intercultural interaction stage is represented by the forms of excursions, trips to various regions of the country or abroad, with the purpose of teaching communication and interaction of peoples. There is an activation of a tolerant attitude towards other cultures at conferences and festivals.

Let’s note, at first the students rely on the experience of interaction already existing with them. In the process of communication of students with other peoples a new experience is acquired. At the same time, self-preservation and enrichment of cultural experience takes place.

As we have already discussed, the design of the holiday is done through a graphic image. Here, in addition, the designs of an image and a creative idea; precision clarity, concreteness and consistency of events taking place are important. For example, Katie Cornish, Joy Goodman-Deane, Kai Ruggeri and P. John Clarkson, researchers of the Engineering Design Center at Cambridge University, working on the problem of visual clarity of images in graphic design, determined the importance of communication between a client and a designer when creating a printed product design. Revealing the contradictions between them, the researchers explained that when creating printed materials, designers are guided by the principles of their professional knowledge and laws. Customers do not understand them, but accept a print design product, believing that it should be so. However, it is proved that a bad design, a smudged image, leads to negative consequences, for example in the production of pharmaceuticals industry, when creating a package. The researchers proposed several tools for solving the problem, in particular, lists of questions, specifically for designers and their clients, and also continued to elaborate inclusive methods and tools. 15

Let's note that in this step, knowledge and skills not only in printing but also in psychology, consideration of interests of the social stratum, and the main contingent of people living and consuming design products are necessary for the formation of students' mentality.

RESULTS OF THE STUDY
In the study, the parameters determining the criteria for each stage of mentality formation are determined. They are: knowledge in the field of culture, psychology of relations, and professional competence.

1. Intercultural self-determination.

This suggests availability of general cultural skills of interaction in the society, interest in studying their culture, attitude to their culture, tolerant attitude to other cultures, positive perception of foreign culture at the level of current experience, the ability to analyze traditional and modern cultural values, knowledge of the culture of their country, the ability to create art works on the basis of folk traditions of neighboring countries.

2. Intercultural self-identification.

Creation of artistic works on the basis of national traditions, creation of a characteristic image design in the course of designing an ethnic holiday of the neighboring region, activity, interest in interaction in the

(http://www.sciencedirect.com/science/article/pii/S0142694X1500054X)
course of research of folk traditions, ability to orientate in the field of traditional folk culture of the near abroad countries through visual language and graphic design during the events.

3. Intercultural interaction.

This suggests availability of current experience of communication, formation of new experience of communication with ethnic groups of other regions in the conditions of interaction of ethnic groups at festivals, availability of professional competence in the field of designing public holidays, interest in visiting public holidays.

The levels of formation of each of the above-mentioned stages are determined by the availability and quality of the specified parameters. So, the following indicators were revealed among the student audience.

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<th>Low</th>
<th>Average</th>
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<tbody>
<tr>
<td>Intercultural self-determination</td>
<td>5</td>
<td>20</td>
<td>75</td>
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<tr>
<td>Intercultural self-identification</td>
<td>10</td>
<td>10</td>
<td>80</td>
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<td>Intercultural interaction</td>
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In light of the above stated it can be concluded that in addition to the presentability, brilliance, special effects, and content, all of the measures designed by the graphic design should be informative, interesting, focused on the youth of today, and able to convey the experience of other generations. When developing a project, it is necessary to rely on a conceptual basis, a self-consistent form, meaning, and significance of events. Solving new problems, it is recommended to return to past experience, possible unsuccessful solutions, upon which creative ideas arise and are created. When holding exhibition events, it is important to design and focus on all points of observation and contemplation of paintings, as well as places for the location of detailed information about the paintings, examples from literary and mythological genres are possible. In order to effectively attract young people, deliver information to viewers when creating banners, advertising booklets, and other printing products, it is necessary to take into account various peculiarities, in particular, the resolution of image transmission in wide format and narrow format printing.

CONCLUSION

The result of this study is the identification of a low level of mentality formation at modern students learning fine arts in the university and necessity of its increase. The model of the methodical system for the formation of this process was carried out in three stages, namely: the increase in the level of intercultural self-determination (75%), self-identification (80%) and intercultural interaction (83%) of modern students learning fine arts in the university.

In conclusion, it should be noted that the artistic design of holidays is positive and has an effective impact on mental values of modern students, according to a study we may only list a few of those values: increased interest in the study of their culture (70%), the activity, the desire to interact in the research of folk traditions (83%) in order to obtain and rethinking information, emotional perception, enriching one's inner world, developing ways of thinking, appearance of an interest in attending folk festivals (90% of students). This research is relevant in the field of theory and methodology of teaching students in higher educational institutions; it touches upon aspects of the spiritual and moral development of young people.
REFERENCES