

332.14:339

Butova Tatiana Georgievna,

Doctor of Economics, Professor,
Professor at the Department of International and Management Economics,
Siberian Federal University,
Krasnoyarsk, Russian Federation.

Danilina Elena Petrovna,

Ph.D. of Medical Sciences, Associate Professor,
Associate Professor of the Professor Yu.M. Lubensky Department of Faculty Surgery,
Professor V.F. Voyno-Yasenetsky Krasnoyarsk State Medical University,
Krasnoyarsk, Russian Federation.

Egoshina Olga Leonidovna,

Candidate of Economics, Associate Professor,
Professor at the Department of International and Management Economics,
Siberian Federal University
Krasnoyarsk, Russian Federation.

Klimovich Natalya Viktorovna,

Candidate of Philology, Associate Professor,
Associate Professor of the Department of Theoretical Economics,
Siberian Federal University,
Krasnoyarsk, Russian Federation.

Popodko Galina Ivanovna,
Doctor of Economics, Leading Researcher,
Institute of Economics and Industrial Engineering of the Siberian Branch of the RAS,
Novosibirsk, Russian Federation.

1

TERMINOLOGICAL RESEARCH IN THE FIELD OF CULTURAL AND CREATIVE INDUSTRIES

A significant creative potential of people involved in the manufacturing sector and one of the best cultural industries in the world is not fully used for the economic growth of small and medium-sized businesses and employment of the population in the country and regions of Russia, while there is an active development of creative industries in the developed countries, supported by the development of information, communication and digital technologies as well as the growing attention of the population and states to creative industries, which are considered as tools for post-crisis development. Growing attention of the Russian government to the development of creative industries that ensure economic growth and social significance, manifested in the development of a regulatory document to form the Concept for the Development of Creative Industries, stimulated the interest and some actions of regional authorities to support creative industries development. Meanwhile, successful implementation of the Concept requires a scientific substantiation of creative industries potential in the socio-economic development of regions and the elimination of existing terminological problems that lead to difficulty in understanding the essence of basic terms and confusion in applied and research work.

Keywords: cultural sphere, cultural industries, creative industries, terminological studies in the field of cultural and creative industries.

[5],

[23].

1968

« (1969 .) [26].

1970-

19

»,

1947

[32].

«

».

1

»

- [2, 4, 7, 12, 16, 17, 19, 27, 30, 33, 34].
1990-2000-
« »

» [8, 10, 21, 22, 15, 20], — « » [1, 26, 31].
« » [3, 6, 9, 13, 14, 23]. « », « », « »

20

« »

)
)
) ;

« » 500 [29].

) - ,
) - , 300

elibrary.ru.

», « », « » ;

elibrary.ru.

12000

(300)

1. [6, 26, 19, 20] ,
»., 21 . «
InterMedia
: 2021» [29] , 550 «
»
2. «
», «
».
«
»
[. . .
].
: «
», «
», «
[2, 7],
[12, 28, 29].
: «
»; «
», «
».
«
»;
» «
» «
» «
».
«
» «
»
» «
»
».
— «
» «
».
InterMedia
2021»,
: «1) ()
; 2)
» [29].
«
»
— «
»,
» [24].
«
»
[6]. «
» «
»
» ([14]. «
» «
» » () ,
» «
»
».

« ... » « ... » [15].

[2]. « ... » [5].

«creative», a « ... » — [5].

— « ... » « ... » « ... »

» () [26]. [20].

« ... » « ... / » [3, 33, 34].

[36], [18].

2 :

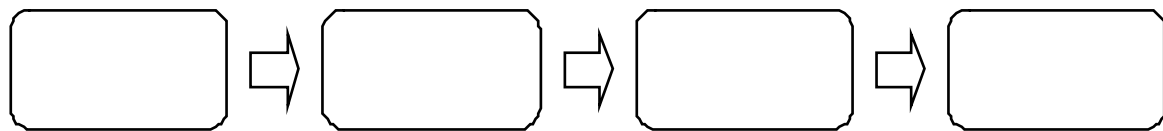
1.

2.

1)

2)

(... 1).



. I.
[7, 11, 13])

(

« ... », « ... », « ... » « ... » 1) « ... » 2) « ... ».

1. : / ,
: Grey matter, 2021. — 44 .
2. // — 2020. — 2
(46). — 98–117.
3.): 24.00.01 « »: (-
/ , 2016. — 22 .
4.]// — 2016. — : www.cpolicy.ru/analy-tics/64.html
(: 15.12.2021).
5. /
6. // : , , . — 2021. — 4 (57). — 102–108. -
»: / . -
7. « » -
[] — : www.culturepartnership.eu/upload/editor/2017/
Factsheets/pdf-6/06_Influence%20of%20culture%20on%20economic%20development.%20Emergence%20of%20C2%
A0cultural%20industries%20and%20creative%20economy%20clusters_RU.pdf (: 15.12.2021).
8. /
9. // — 2006. — 2 (22). — 140–151.
— 2020. — 14. 11. — 2875–2898. — DOI: 10.18334/ce.14.11.111156.
10. / . — :
, 2000. — 109 .
11. : . / . , . . — -
, 2011. — 252 .
12. 2016–2018 . / . . . — .: Intermedia.online,
2019. — 42 .
13. : -
14. / . . — , 2008. — 153 .
— 2009. — 3. — 190–199.
15. : / . . ,
// . — 2011. — 4. — 9–15.
16. / . . , . . //
— 2010. — 1
(37). — 76–89.
17. : / . . // -
— 2017. — 14, 6. — 670–676.
18. :
(): ... : 24.00.01 /
; [: . . . - . . .] — , 2018. — 233 .
19. /
[]// : www.hse.ru/data/2012/01/31/1269679204/
Matetskaya_men_2011.pdf (01.12.21).
20. - /
// — 2011. — 3. — 192–206.
21. / . []// -
— « ».— 2011. —
: spb.hse.ru/news/67793534.html (: 19.12.2021).
22. -
23. / . // : — 2014. — 1. — 87–89. -
() -
- 20 2021 . 2613- . [] — 2030 : -
402845784/(: 19.11.2021). -
24. / . . ; . . . — .: -
, 2020. — 1376 .

25. []// : 1. — 2021. — : www.hse.ru/data/2021/08/05/1425538088/Human_Capital_NCMU_Digest_1_Creative_Industries_2021.pdf (: 21.12.2021).
26. / . — 2012. — 1. — 7–17. // -
27. . — 2016. — 12 (74). — 154–157. , . — 2019–2021 []. — : InterMedia, 2021. — 113 . — : www.intermedia.ru/uploads/culture_research_analitika-2021.pdf (: 19.12.2021).
28. : InterMedia. 2020. — 85 . — : www.intermedia.ru/uploads/culture_research_terminologiya-2020.pdf (: 19.12.2021).
29. , 2014. — 453 . / . ; . — : .
30. 2018. — 17. — 3. — 173–196. — DOI 10.17323/1728-192X-2018-3-173-196. // . —
31. : , 1997. — 198 . / . ; .
32. : « ».— 2012. — 3. — []// : zpu-journal.ru/e-zpu/2012/3/Flier_Cultural-Industries/ (: 07.12.2021).
33. // « ».— : kpfu.ru/staff_files/F337636421/KULTURNYE_INDUSTRII.pdf (: 07.12.2021)
34. UNESCO []. — : ru.unesco.org/sdgs (: 26.11.2021).

СПИСОК ЛИТЕРАТУРЫ

1. Abankina T.V. Kreativnyye industrii v Rossii: tendentsii i perspektivy razvitiya / T.V. Abankina, Ye.A. Nikolayenko, V.V. Romanova, I.V. Shcherbakova. — M.: Grey matter, 2021. — 44 s.
2. Abankina T.V. Ekonomicheskiy potentsial sfery kul'tury i dosuga v Rossii i stranakh OESR / T.V. Abankina, Ye.A. Nikolayenko, V.V. Romanova // Zhurnal Novoy ekonomicheskoy assotsiatsii. — 2020. — 2 (46). — S. 98–117.
3. Bokova A.V. Kul'turnyye, kreativnyye, tvorcheskkiye industrii kak yavleniye sovremennoy kul'tury (opyt kontseptualizatsii): spetsial'nost' 24.00.01 «Teoriya i istoriya kul'tury»: avtoreferat dissertatsii na soiskaniye uchenoy stepeni kandidata filosofskikh nauk / Anna Viktorovna Bokova. — Tomsk, 2016. — 22 s.
4. Braun Dzh. Kul'turnyye industrii. Vyyavleniye kul'turnykh resursov territorii / Dzh. Braun [Elektronnyy resurs] // Institut kul'turnoy politiki. — 2016. — Rezhim dostupa: www.cpolicy.ru/analy-tics/64.html (data obrashcheniya: 15.12.2021).
5. Butova T.G. Razvitiye nauchnykh podkhodov k issledovaniyu tvorcheskikh industriy v sovremennykh usloviyakh / T.G. Butova i dr. // Nauchnyy vestnik: finansy, banki, investitsii. — 2021. — 4 (57). — S. 102–108.
6. Veynmeyster A.V. «Kul'turnyye industrii» i «kreativnyye industrii»: granitsy ponyatiy / A.V. Veynmeyster, Yu.V. Ivanova // Mezhdunarodnyy zhurnal issledovaniy kul'tury. — 2017. — 1 (26). — S. 38–48.
7. Vliyaniye kul'tury na ekonomicheskoye razvitiye Zarozhdeniye kul'turnykh industriy i «klasterov» kreativnoy ekonomiki [Elektronnyy resurs]. — Rezhim dostupa: www.culturepartnership.eu/upload/editor/2017/Factsheets/pdf-6/06_Influence%20of%20culture%20on%20economic%20development.%20Emergence%20of%20Cultural%20industries%20and%20creative%20economy%20clusters_RU.pdf (data obrashcheniya: 15.12.2021).
8. Gnedovskiy M.B. Tvorcheskkiye industrii - razvivayushchiysya sektor postindustrial'noy ekonomiki / M.B. Gnedovskiy // Upravlencheskoye konsul'tirovaniye. — 2006. — 2 (22). — S. 140–151.
9. Kazakova M.V. Kul'turnyye i kreativnyye industrii: granitsy ponyatiy / M.V. Kazakova // Kreativnaya ekonomika. — 2020. — Tom 14. — 11. — S. 2875–2898. — DOI: 10.18334/ce.14.11.111156.
10. Keyvs R. Tvorcheskkiye industrii: kontrakty mezhdru iskusstvom i kommersiyey / R. Keyvs. — Konnektikut: Izdatel'stvo Garvardskogo universiteta, 2000. — 109 s.
11. Kreativnyye industrii: ucheb. posobiye / Ye.V. Zelentsova, Ye.Kh. Mel'vil', M.V. Rumyantsev i dr. — Krasnoyarsk: Sibirskiy federal'nyy universitet, 2011. — 252 s.
12. Kul'tura i kul'turnyye industrii v RF 2016–2018 gg. / Otv. red. Ye. Safronov. — M.: Intermedia.online, 2019. — 42 s.
13. Zelentsova Ye.V. Stanovleniye i razvitiye kreativnykh industriy v sovremennoy kul'ture: analiz zarubezhnogo opyta: dis. kand. kul'turologii / Ye.V. Zelentsova. — M., 2008. — 153 s.

14. Zelentsova Ye.V. Ot tvorcheskikh industriy k tvorcheskoy ekonomike / Ye.V. Zelentsova // Upravlencheskoye konsul'tirovaniye. — 2009. — 3. — S. 190–199.
15. Zelentsova Ye.V. Razvitiye tvorcheskikh industriy v Rossii: problemy i perspektivy / Ye.V. Zelentsova, Ye.KH. Mel'vil' // Kul'turologicheskiy zhurnal. — 2011. — 4. — S. 9–15.
16. Zuyev S.E. Kul'turnyye industrii v usloviyakh globalizatsii / S.E. Zuyev, A.A. Vasetskiy // Upravlencheskoye konsul'tirovaniye. Aktual'nyye problemy gosudarstvennogo i munitsipal'nogo upravleniya. — 2010. — 1 (37). — S. 76–89.
17. Lazareva O.V. Kul'turnyye industrii: dva aspekta ponimaniya / O.V. Lazareva // Observatoriya kul'tury. — 2017. — T. 14, 6. — S. 670–676.
18. Levochkin V.V. Osobennosti formirovaniya kul'turnykh industriy v natsional'nom regione Rossii: na primere Respubliki Sakha (Yakutiya): dissertatsiya ... kandidata kul'turologii: 24.00.01 / Vladislav Valer'yevich Levochkin; [Mesto zashchity: Ros. gos. ped. un-t im. A.I. Gertsena]. — Yakut'sk, 2018. — 233 s.
19. Matetskaya M.V. Kul'turnyye industrii kak innovatsii v kul'ture, menedzhmente, tekhnologiyakh / M.V. Matetskaya [Elektronnyy resurs] // NIU VSH-E. — Rezhim dostupa: www.hse.ru/data/2012/01/31/1269679204/Matetskaya_men_2011.pdf (data obrashcheniya 01.12.21).
20. Matetskaya M.V. Tvorcheskkiye industrii: perspektivy sotsial'no-ekonomicheskoy transformatsii / M.V. Matetskaya // Vestnik Instituta ekonomiki Rossiyskoy akademii nauk. — 2011. — 3. — S. 192–206.
21. M'yezh B. Tvorcheskkiye industrii takiye kak oni yest' / B. M'yezh [Elektronnyy resurs] // NIU VSH-E v Sankt-Peterburge. — Natsional'nyy issledovatel'skiy universitet «Vysshaya shkola ekonomiki». — 2011. — Rezhim dostupa: spb.hse.ru/news/67793534.html (data obrashcheniya: 19.12.2021).
22. Nodosvitiy N.V. Tvorcheskkiye industrii kak instrument narashchivaniya konkurentnogo potentsiala territorii / N.V. Nodosvitiy // Azimut nauchnykh issledovaniy: ekonomika i upravleniye. — 2014. — 1. — S. 87–89.
23. Ob utverzhdenii Kontseptsii razvitiya tvorcheskikh (kreativnykh) industriy i mekhanizmov osushchestvleniya ikh gosudarstvennoy podderzhki v krupnykh i krupneyshikh gorodskikh aglomeratsiyakh do 2030 goda: Rasporyazheniye Pravitel'stva RF ot 20 sentyabrya 2021 g. 2613-r. [Elektronnyy resurs] — Rezhim dostupa: base.garant.ru/402845784/ (data obrashcheniya: 19.11.2021).
24. Ozhegov S.I. Tolkovyy slovar' russkogo yazyka / S.I. Ozhegov; pod red. L.I. Skvortsova. — M.: Mir i obrazovaniye, 2020. — 1376 s.
25. Razvitiye kreativnykh industriy v Rossii: klyuchevyye indikatory / S.V. Bredikhin, V.V. Vlasova, N.V. Gavrilova i dr. [Elektronnyy resurs] // Nauchnyy daydzhest 1. — 2021. — Rezhim dostupa: www.hse.ru/data/2021/08/05/1425538088/Human_Capital_NCMU_Digest_1_Creative_Industries_2021.pdf (data obrashcheniya: 21.12.2021).
26. Rummyantsev M.V. Mezhdistsiplinarnoye issledovaniye kreativnykh industriy i tvorcheskoy ekonomiki Krasnoyarska / M.V. Rummyantsev, M.A. Lapteva, Ye.V. Zelentsova, Ye.KH. Mel'vil', S.V. Andreyeva // Kul'turologicheskiy zhurnal. — 2012. — 1. — S. 7–17.
27. Savel'yeva K.V. Razvitiye fenomena kul'turnykh industriy v sovremennom obshchestve / K.V. Savel'yeva // Istoricheskiye, filosofskiy, politicheskoye i yuridicheskoye nauki, kul'turologiya i iskusstvovedeniye. Voprosy teorii i praktiki. — 2016. — 12 (74). — S. 154–157.
28. Sfera kul'tury i kul'turnyye industrii v RF 1. Analitika 2019–2021 [Elektronnyy resurs]. — M.: InterMedia, 2021. — 113 s. — Rezhim dostupa: www.intermedia.ru/uploads/culture_research_analitika-2021.pdf (data obrashcheniya: 19.12.2021).
29. Sfera kul'tury i kul'turnyye industrii v RF: terminologiya [Elektronnyy resurs]. — Izdaniye 7-ye, ispravlennoye i dopolnennoye. — M.: InterMedia. 2020. — 85 s. — Rezhim dostupa: www.intermedia.ru/uploads/culture_research_terminologiya-2020.pdf (data obrashcheniya: 19.12.2021).
30. Khezmondalsh D. Kul'turnyye industrii / D. Khezmondalsh; per. s angl. I. Kushnarevoy. — M.: Izd. dom Vysshey shkoly ekonomiki, 2014. — 453 s.
31. Khestanov R. Kreativnyye industrii - modeli razvitiya / R. Khestanov // Sotsiologicheskoye obozreniye. — 2018. — T. 17. — 3. — S. 173–196. — DOI 10.17323/1728-192X-2018-3-173-196.
32. Khorrkhaymer M. Dialektika Prosveshcheniya: Filosofskiy fragmenty / M. Khorrkhaymer, T. Adorno; per. s nem. M.Kuznetsova. — M.: Medium, 1997. — 198 s.
33. Fliyer A.Ya. Kul'turnyye industrii v istorii i sovremennosti: tipy i tekhnologii / A.Ya. Fliyer [Elektronnyy resurs] // Informatsionnyy gumanitarnyy portal «Znaniye. Ponimaniye. Umeniye». — 2012. — 3. — Rezhim dostupa: zpu-journal.ru/e-zpu/2012/3/Flier_Cultural-Industries/ (data obrashcheniya: 07.12.2021).
34. Fursova V.V. Kul'turnyye industrii v sovremennom obshchestve / V.V. Fursova [Elektronnyy resurs] // NIU VSH-E v Sankt-Peterburge — Natsional'nyy issledovatel'skiy universitet «Vysshaya shkola ekonomiki». — Rezhim dostupa: kpfu.ru/staff_files/F337636421/KULTURNYE_INDUSTRII.pdf (data obrashcheniya: 07.12.2021).
35. UNESCO Tseli ustoychivogo razvitiya [Elektronnyy resurs]. — Rezhim dostupa: ru.unesco.org/sdgs (data obrashcheniya: 26.11.2021).

15 2022

5 2022