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## 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.

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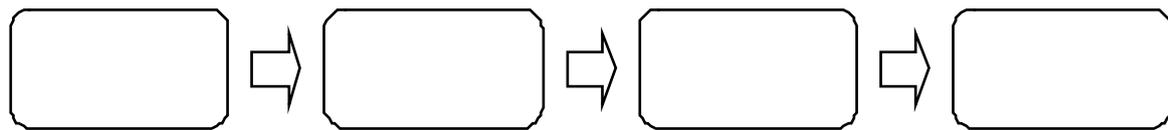
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