

CULTURE INDUSTRY AS A POTENTIAL UNESCO VALUE: THE DEVELOPMENT OF COOPERATION OF BALTIC CULTURE INDUSTRIES IN THE POST-SOVIET COUNTRIES INCLUDING FOLK MUSIC / ABBREVIATION

This topic is a research abbreviation for the perspectives of Western states cooperation in the culture field industries with the Post-Soviet states. Culture industries – middle class business development in the terms of peace, education, unique heritage and taste preservation.

The taste of music audience is highly impacted by the international market, the forms culture have changed a lot since the Charles-Emile Reynaud [1] (*Charles-Émile Reynaud was a French inventor, responsible for the praxinoscope and the first projected animated films. His *Pantomimes Lumineuses* premiered on 28 October 1892 in Paris*) and Walt Disney studios [2] and appearance of animation. The contemporary animation movie (as well as TV and cinema) is becoming a past pushed out by interactive media genres: computer games. The Second-World war term 'Propaganda' that could be applied for media does not make sense anymore, because the interactive media and design is the most powerful instrument for peace and human kind advance. The creative industries is the ultimate contemporary economic resource [3]. Creative industries and virtual reality will gain high importance until 2030 among Baltic States [4].

Contemporary youth education is highly impacted by interactive media, which develops skills that people usually used to gain in universities: the basics of interior and architectural design and history taught by the Sims city, the best-selling computer game [5]. The history of civilisations taught by the Sid Meier's Civilization [6], it is not a secret that the basic driving skills and rules taught by computer games. The interactive media is a challenge for traditional education system: schools and universities. The interactive media produces joy of learning [7]. This media could unite Western and Eastern world peoples for closer cooperation in terms of contemporary World disasters.

Although the high supply of interactive media and the variety of its genres form a limited taste, the authentic music and theatre performance is pushed out by fascinating electro music compositions which usually are created without the cultural background of aesthetics and negatively impact the world-wide taste – this is a destructive factor negatively affecting identity of Europe and Asia. The post-Soviet environment has preserved high aesthetical requirements and traditions that are under the danger of elimination in extreme speeds. This means, that the interactive media is the main XXI century issue of UNESCO in terms of education and heritage preservation, the interactive media industries – the best environment for the performance of the cultural heritage. The known issue for all of us, that the heritage has never been the wealthiest field – this stereotype now changes.

The only question – the source of investment for international industries that bring peace. The EU countries, especially Germany has developed advanced compensation models for processes that negatively influenced people before and after the Second World War. The creative industries in future will become the main economical field of the middle-class. Post-Soviet countries could work towards finding the harmony of compensation and busyness. Nobody will sort out the righteousness about Stalin regime. Although the source of future middle-class international busyness capital could become implemented policy of compensations for the purpose of common Western world and Post-soviet environment busyness development. This is beneficial for both sides – Post-Soviet countries that went towards the West but remained highly economically tied with the Post-Soviet environment (The Baltic States and Kazakhstan), the countries that remained economically tied in the East Europe (international Post-Socialist block).

To conclude: the development of creative industries, especially the interactive media and virtual reality is the main middle-class business goal until 2030. The future interactive media should eliminate or cardinally change the traditional education. It is extremely important to control the quality of interactive media in terms of heritage and taste. This must be a XXI century UNESCO task. The retreat of middle-class busyness to the culture industries could unite Western and Eastern world for cooperation in terms of peace and prosperity. The implement of compensational model policy to develop international busyness capital in Post-Soviet countries is essential.

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ТРАДИЦИОННЫЙ КИТАЙСКИЙ ТЕАТР ТЕНЕЙ: СОВРЕМЕННОЕ СОСТОЯНИЕ И СОХРАНЕНИЕ КУЛЬТУРНОГО НАСЛЕДИЯ

Театр теней – древнекитайское сценическое искусство, находящееся сегодня под угрозой исчезновения и нуждающееся в выработке мер по его сохранению и интеграции в современный мир.

Luo Chaopeng

TRADITIONAL CHINESE SHADOW THEATER: THE PRESENT STATE AND CONSERVATION OF CULTURAL HERITAGE

The ancient Chinese shadow theater is in danger of extinction and needs to develop measures for its preservation and integration into the modern world.

Театр теней, или «театр теней от фонаря» – разновидность традиционного кукольного театра Китая, одна из древнейших синтетических форм искусства. В театре теней впервые возникают динамические визуальные образы,