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Socio-Economic Perspective on Cultural Consumption of the Population

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Abstract

In the article there is presented a socio-economic analysis of cultural consumption, revealed the structural components and carried out the analysis for the individual components of cultural consumption.

INTRODUCTION

An important place in the structure for the quality of living takes cultural consumption, aimed at meeting the spiritual needs of the social organism. The modern world is characterized by McDonaldization (Ritzer G., 2000.) of the public life, which establishes standards for "fast food" in all spheres of life - in health, in education system and culture. Spiritual development of the society is largely determined by the media, especially television and the internet - the most accessible and most "clogged" ideological, political dox of the communication channels. In this situation, the investments in culture become inefficient because, in general, they are directed to the development in classical channels of cultural consumption. Here introduce the paper, and put a nomenclature if necessary, in a box with the same font size as the rest of the paper. The paragraphs continue from here and are only separated by headings, subheadings, images and formulae. The section headings are arranged by numbers, bold and 10 pt. Here follows further instructions for authors.

MATERIALS AND METHODS

The main methods of the research for the indicators of cultural sphere were the methods of analysis for absolute and relative values of statistical indicators, the method of finding the growth rates of the statistical indicators and the method of questionnaire. The aim of the study was to analyze the effectiveness of cultural sphere development in the region by comparing the quantitative and qualitative indicators - the results of the study on the views of the population in the republic and the statistics on culture sphere. We conducted a questionnaire survey of the population in 2013 in all administrative entities of the Republic of Tatarstan (Nagimova A.M., 2012; Nagimova A.M., 2011; Safiullin M.R. and others, 2012). The survey involved 1,600 people aged 18 years and older. The sample set is formed by multi-regionalized quota sample. The representativeness error of the sample was 5%. The survey was held in formal interviews. There were analyzed statistical yearbooks for 8 years in the Republic of Tatarstan and was investigated the dynamics for 12 years.

RESULTS AND DISCUSSION

Studying the cultural consumption of the population we were asked about what the culture means for the respondents in everyday life. It was found that the majority of respondents consider culture in terms of its entertainment features and selected response category "going to the cinema" (63.6%). More than half of the respondents (54.9%) by culture understand theaters. Quite a large part of the respondents by culture understand such leisure activities as watching television (43.1%). Next in importance for respondents was visiting exhibitions of artistic culture (31.5%). A quarter of respondents understand by culture goings to the circus (25.3%). Such an important way to acculturation as reading fiction, was elected by a relatively small number of respondents (23.8%). Next in importance is attending concerts, musical evenings (17.7%). Alarming is the fact that some of the respondents admitted that in general are not interested in culture (14.1%). For a small percentage of respondents culture – means their engagement in active creativity: only 11% of the respondents participate in amateur activity. Last place is shared by activities such as participation in the evenings, meetings with representatives of the creative intellectuals, and visiting dance parties and discos (by 3.1%, respectively). Some respondents chose their own
answers. For example, for the part of the respondents, culture means cleanliness, and several respondents believe that culture is - observance of etiquette. According to some respondents to be cultured means to be polite, respect their elders, and for some respondents - to go to a restaurant (Figure 1).

However, the question aimed at identifying the needs of the respondents in the field of cultural consumption, presents us a far more pessimistic picture. The majority of respondents - namely, more than half of the respondents (54.9%) - in the last year did not go to any cultural events (among them most of the villagers - 66.5%). The rest of the answers were distributed as follows. Every second respondent (52.8%) attended the theater. About a third part of respondents (30.8%) over the last year went to the theaters and the concerts or the musical evenings. They are largely the residents of large cities - Kazan and Naberezhnye Chelny. Every tenth respondent went to the circus (10.9%) and the disco or dance evenings (10.6%). Only 4.4% of the respondents over the last year went to a museum or exhibition of art and culture, and a small minority of the respondents participated in meetings with representatives of the creative intellectuals (4.2%). However, only 7.3% of respondents in Kazan went to the museums and exhibitions, and in other towns this share is less than 5%. Thus, we can say that the majority of the respondents, who still attended cultural events in the previous year, preferred activities of amusement and entertainment character (Figure 2).
Centers of culture and clubs remain a popular place for public recreation: just less than eight percent of the respondents (7.7%) said they never attend these institutions. A significant proportion of the respondents (21.9%) - often and the majority of respondents (70.5%) sometimes attend these institutions in their localities (Figure 3).

The Fig. 3. Distribution of the respondent answers to the question: "Do you attend centers of culture / clubs?" (in percent)

The structure for the cultural preferences of the respondents who are going to the centers of culture or clubs, looks as follows: watching movies (85.4%); preview performances of amateur groups (39.8%); visit celebrations devoted to memorable dates (28.7%); preview performances of professional theater companies (28.4%); visit dance parties and discos (16.5%); attending concerts of professional artists (13.7%); meetings with interesting people, poets, writers (2%) (Figure 4).

The Fig. 4. Distribution of the respondent answers to the question: "If you visit the center of culture / clubs, what activities are most interesting to you?" (in percent)

Despite the fact that watching movies is a leader in the ranking of the cultural preferences of the population, there is a decrease in the number of cinemas with a paid circulation and display of books and pamphlets. Thus, the number of cinemas during the observed period decreased by 80% (Table 1, Fig. 5), the circulation of books and pamphlets - by 58.1% (Table 1, Fig. 6). This is primarily a consequence of technological change in the film industry, as well as reducing the public funding of the republican printed products in the republic (Republic of Tatarstan, Statistical Yearbook, 2005-2012).
Table 1
Main indicators of culture

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<td>673.7</td>
<td>688.8</td>
<td>716.4</td>
<td>761.1</td>
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<td>3749</td>
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<td>3717</td>
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<td>1884</td>
<td>2048</td>
<td>2349</td>
<td>2788</td>
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<td>3749</td>
<td>6153</td>
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<td>6310</td>
<td>5899</td>
<td>7582</td>
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1) Up to 2004. frequency of 1 every 2 years, since 2004. - Annual.

The Fig. 5. Number of cinemas with a paid show in the Republic of Tatarstan
The Fig. 6. Issues of books and pamphlets in the Republic of Tatarstan

There was showed a growth rate by the indicator - the circulation of magazines and periodicals - during the study period there was an increase on the 490.1% (Fig. 7). The growing public interest in journals and periodicals at the expense of reading books and visiting museums once again proves Mc Donaldization of the social practices in the field of cultural consumption, expressed in vector reorientation of consumer interests in the sphere of "light" fiction and entertainment.

The Fig. 7. The annual circulation of magazines and periodicals in the Republic of Tatarstan

To improve the delivery of services in the field of culture an absolute majority of the respondents (91.7%) more likely to recommend arranging a tour of the leading professional theater companies. This is an actual problem for the village residents as well as for the urban residents. The majority of the respondents (60.2%) expressed the wish to establish a system of film distribution. The problem with the film distribution is mostly under consideration for the residents in a village (91.3%) and regional centers (85.8%). A third of the respondents (33.6%) suggests organizing concerts of professional groups. This problem indicates every second resident of the village (50.5%) and 59.2% of the respondents in the district centers. Approximately one out of four respondents (24.8%) believes that the evening
meetings with interesting people would improve the activities of these organizations. A minor part of the respondents (6.4%) would like to improve the performance of amateur groups. A minority of respondents believes that to improve the performance of culture centers and clubs it is necessary to organize disco and dance evenings (3.8). 7.1% of the respondents gave their answer to this question. They are dominated by such answers as "We need to organize better leisure for children and youth", "It is necessary to repair the premises, to purchase equipment, to monitor interior decoration and design centers of culture, clubs" and others. (Fig. 8)

The Fig. 8. Distribution of the respondent answers to the question: "What should be done to improve the activities of cultural institutions?" (in percent)

The answers of the respondents on how the roles of the state and the person are regarded to create and meet cultural needs, show us that the majority of the respondents take a paternalistic view and believe that to create and meet the cultural needs of the society is the task for civil authorities (64.3%). Almost less than the half of the respondents (35.7%) make the person responsible for meeting the cultural needs (Figure 9).

The Fig. 9. Distribution of the respondent answers to the question: "To create and meet the cultural needs of the society - it is ..." (in percent)

Republic of Tatarstan for 2002-2013 years. During the studied period, the number of professional theaters and museums has increased significantly (by 58% and 108%, respectively) (Table 1, Fig. 10, 11).
However, there is observed the reduction in number of cultural and leisure facilities such as 7.68% (Table 1, Fig. 12), public libraries by 6.8% (Table 1, Fig. 13). This negative trend is primarily explained due to the fact that quite often the institutions of cultural and leisure profile are replaced by retail-entertainment complexes or small private leisure institutions. Number of public libraries is reduced primarily due to the availability of electronic resources. All this indicates McDonaldization models of cultural consumption, contributing to the loss of national mentality, based on the continuity of centuries-old traditions by the Russian people.
The Fig. 13. Number of public libraries in the Republic of Tatarstan

**CONCLUSION**

The performed analysis showed that the claims of the population in the area of cultural consumption for the most part only extend the scope of motion picture arts and entertainment activities. About half of the population (in rural areas even more) never visit cultural institutions. Such popular in the Soviet past events as meetings with creative people and interesting people leave in the past and are no longer relevant. Television watching is one of the leading positions in the ranking of cultural consumption. All this suggests that there is a transformation of consumer interests of the population in the area of culture and the transition to Mcdonaldized social practices. Improving the quality of services in the field of culture the population considers in the organization of the tour activities of famous creative teams and establishing an effective system of film distribution and makes civil management authorities responsible for the implementation of these measures.

**REFERENCES**


