

## **The Role of Territorial Public Self-Government Organizations in the Development of Culture, Traditional and Dominant for the Definite Territory**

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**Abstract:** The methodological approach in the article is based on a comprehensive study of the theme of the research and consists of a theoretical (epistemological) and practical (focused on applied result) parts. The authors consider the given issues through the prism of cultural security in process of socio-economic development of the regions of Russian Federation. The results of sociological study, done on the territory of Volgograd region in 2014, are used in the article. In the conclusion the authors give the practical recommendations for improving the activity of territorial public self-government organizations in the field of development of culture, traditional and dominant for the definite territory.

**Key words:** Traditional culture • Dominant culture • Territorial public self-government organizations • Cultural security • Regional socio-economic development

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### **INTRODUCTION**

The social institute of territorial public self-government organizations is designed to solve many kinds of the regional and municipal problems (economic, social, political, cultural, etc.). According to the traditional viewpoint, the economic block is the crucial in the long title of the given problems, but it's other parts are also so significant, that in their turn influence on the economy. For example, conflicts in the sphere of national and ethnic relations on the definite territory do not allow achieve the positive results in economy, social sphere, etc.

Therefore, the function of territorial public self-government organizations in the development of culture, traditional and dominant for the definite territory, is very important for general situation in the region.

The goal of the given research is in development of the effective technology of amplification of dominant culture, traditional for the region, as a guarantee of stability in national and ethnic relations (as a prerequisite of progress in economy, social and other spheres).

The practical recommendations for amplification of traditional dominant culture, given in the article, may be successfully used in any region and practically in any country with multicultural and multiethnic.

### **MATERIALS AND METHODS**

The materials of sociological study "Organizations of territorial public self-government as a tool of development of traditional culture of the Cossacks in the Volgograd region", made by the Volgograd branch of Moscow University of Finance and Law in 2014, are used in the given research. The given study was supported by Russian Foundation for Humanities (scientific project # 14-13-34007).

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The data of the given scientific study was processed by the method of statistical analysis.

Also the scientific methods of system analysis, structural and functional analysis, comparative analysis, qualitative analysis of scientific sources and literature and method of social engineering are used in the given research.

## **RESULTS**

The problem of regional cultural security ensuring (preservation and development of traditional cultures, dominant on a given territory) is very urgent for Russian Federation because of rapid migration inside the country and information warfare, waged outside in order to destroy traditional culture and national spiritual values. As it was mentioned by the scientists, “culture, as a holistic phenomenon, provides transmission of cultural values from one generation to another..., performs the function of reproduction of national consciousness and cultural identity of generations, sets the values of life and contributes to social cohesion... Most of the modern ills of mankind and threats to its existence originate from the loss of the fundamental principles of spiritual culture” [1, p. 3].

In the framework of basic scientific research “Organizations of territorial public self-government as a tool of development of traditional culture of the Cossacks in the Volgograd region” we examine the role of such a social institute in the process of ensuring of cultural security.

The field phase of the study (quantitative sociological survey by questionnaire) held from 16.06.2014 on 07.27.2014 among the adult population of 25 organizations of territorial public self-government, located in the 5 municipalities of the Volgograd region, having dominant Cossack traditions (Alekseevsky, Kalachevsky, Kumylzhensky, Serafimovichsky and Urjupinsky municipal districts). 1250 respondents were interviewed (50 respondents on the territory of each 25 selected organizations of territorial public self-government). This sampling satisfies the requirements of the validity of the results of research, given by ISO standard (series 9000).

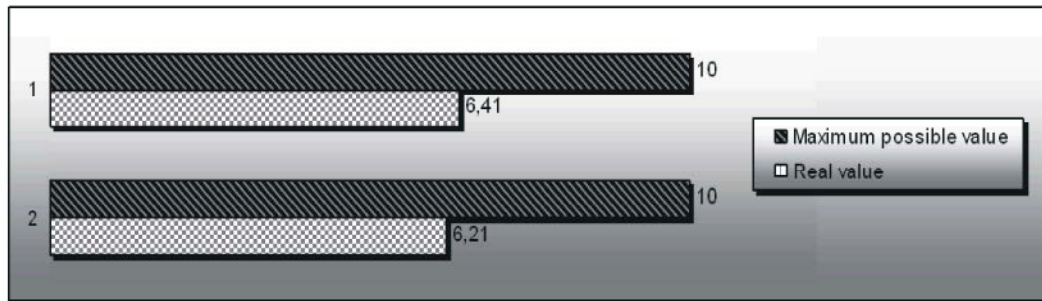
The sampling had quotas, depending on sex and age signs of respondents in proportion to the demographic data, shown in passports of the aforecited 25 organizations of territorial public self-government among the documentations of Volgograd Regional Competition “Best territorial public self-government of the year” in 2013-2014.

So, general parameters of sampling ( $N=1250$ ), taking into account quotas: 1) are representative by gender and age relative to the general population of inhabitants, residing within the boundaries of the given 25 organizations of territorial public self-government; 2) quite clearly reproduce overall gender and age demographic structure of the adult population in rural areas of the Volgograd region (in the percentage ratio were interviewed: 45.04% of men and 54.96% women; respondents 18-30 years old – 21,52%; 31-40 years old – 16,32%; 41-54 years old – 24,56%; 55-59 years old – 8,32%; 60 years old and older – 29,28%).

The third parameter of quotas was “residential qualification” of the inhabitants, living on the territory this or that organization of territorial public self-government, selected for the studying. The given parameter was used by us, because among the institutional features of organizations of territorial public self-government there are “credibility of direct relations, self-identification citizens as neighbors” [2, p. 10]. Therefore quota assignments and instructions for interviewers contained a requirement to interview only those residents (regardless of their age), who reside on the territory of each concrete organization of territorial public self-government at least 3 years.

Symptomatically, that within the study, respondents rated the significance of the activity of organizations of territorial public self-government in the sphere of moral upbringing and the support of national and cultural traditions (in comparison with the other kinds of activity) to 6,21 points on a scale from 0 to 10, where 0 – “not significantly at all”, 10 – “most significant”. In addition, respondents rated the significance of the development of the traditional culture of the Cossacks in the Volgograd region to 6,41 point on a similar scale from 0 to 10 (Pic. 1).

The above data testify the awareness of the respondents about the high level of significance the process of formation and development of traditional culture, dominant for the region and the one of the leading roles, that the respondents assign to the organizations of territorial public self-government in the sphere of moral upbringing and the support of national and cultural traditions.



Pic. 1: Ratio of real values of significance of the development of the traditional culture of the Cossacks in the Volgograd region (1) and the activity of organizations of territorial public self-government in the sphere of moral upbringing and the support of national and cultural traditions (2) in comparison with the maximum possible values

But the leading role of the organizations of territorial public self-government in the development of culture, traditional and dominant for the definite territory, could not be realized without the effective technology of implementation of this function. It must be emphasized that the development of traditional culture, dominant for the region, must be related to the explicit (not latent) function, according to the classification of Robert King Merton, function of organizations of territorial public self-government [3, p. 99].

Let's briefly review the main principles of the technology of effective implementation by organizations of territorial public self-government the function of development of traditional culture, dominant for the region.

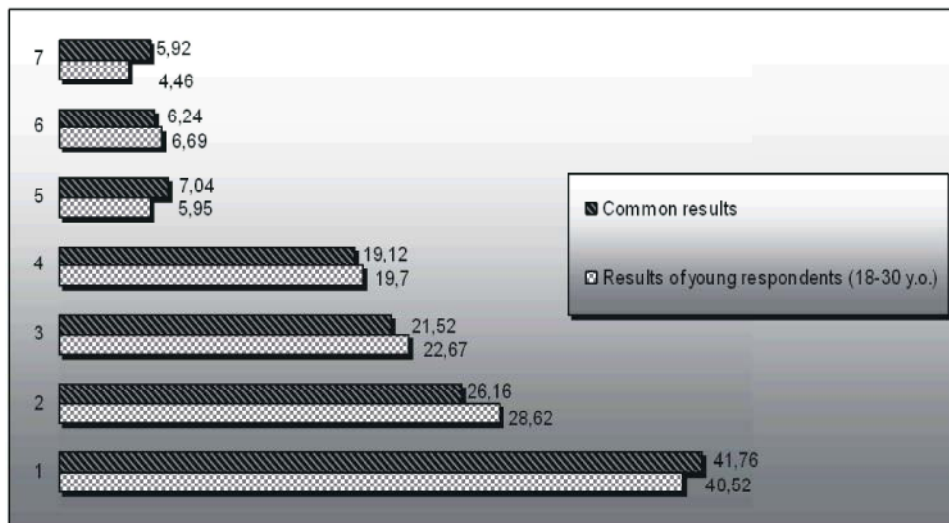
*First of all*, the organizations of territorial public self-government must wisely choose the social partners for realization of the given function. According to the data of our sociological research, respondents identified the following significant responses on the task "mark of the social partners, collaborating with which organizations of territorial public self-government implement its function of the formation and development of traditional Cossack culture most effectively" (except having difficulty in answering – 35,12% from all the responders and submitted their own answer – 0,96% from all the responders): "Local governments" – 41,76%, "Educational organizations" – 26,16%, "Cossack societies" – 21,52%, "Public organizations" – 19,12%, "Regional Government" – 7,04%, "Church" – 6,24%, "Commercial organizations" – 5,92%. We explain that in this instance respondents could mark as many answers, as they wanted.

As we can see, none of the collective social actors, which are potential partners of organizations of territorial public self-government in the activity of development of the Cossack culture, traditional and dominant on the territory of Volgograd region, reached 50% in the estimates of respondents. Therefore, we can conclude, that the organizations of territorial public self-government could implement the function of the formation and development of traditional and dominant regional culture only with the social partnership with at least 2-3 partners (collective social actors), wherein cumulative percentage of these actors (according to the data of the research), must be not less than 50%. And the concrete consist of these actors must be specified in each concrete case, depending on the regional specificity.

*Secondly*, realizing the function of development of traditional and dominant regional culture, organizations of territorial public self-government must be oriented first of all on the young inhabitants, because this social group is the most perspective in this deal (have a most effective reproduction feature, potential for years to come [4], etc.).

According to the results of the study, the aforementioned significant responses of the respondents on the task "mark of the social partners, collaborating with which organizations of territorial public self-government implement its function of the formation and development of traditional Cossack culture most effectively", are not homogeneous by age groups of respondents.

In particular, significant responses of young respondents (18-30 years old) are differing from the consolidated results in all the variants of received answers (Pic. 2).



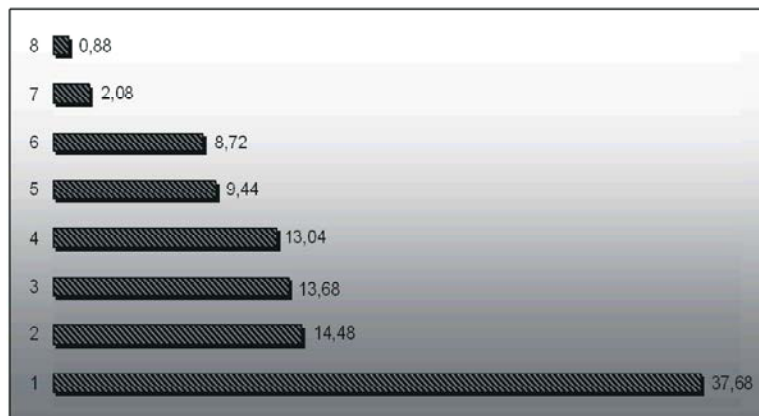
Pic. 2: Ratio of significant responses of young respondents (18-30 years old) with consolidated results in all the variants of received answers: “Local governments” (1), “Educational organizations” (2), “Cossack societies” (3), “Public organizations” (4), “Regional Government” (5), “Church” (6), “Commercial organizations” (7)

So, view of young adults on various aspects of the process of development of traditional culture, dominant for any definite territory, is noticeably different with the views of the other age groups. In this respect it is necessary to note the need for targeted work with young adults (age group 18-30 years old) in order to involve them in the most dense interaction with various collective social actors, mentioned above, because “societies, aspiring to new starting possibilities, regardless of their prevailing social or political philosophy, rely mainly on cooperation with the Youth... The elderly and the middle generation can only predict the nature of future changes..., however, a new life will live only the younger generation” [5, p. 443-444]. In a sense, the targeted work with the Youth in this deal is a kind of pedagogical process [6].

Thirdly, the very urgent nuance of the technology is in involvement of non-Cossacks residents into the number of carriers of traditional Cossack culture. It should be noted, that “Cossacks is a subethnos, that is specifically organized group of people, historically developed as a result of joint activities for the development of a specific territory and save themselves as a stable reference group due to common culture and identity” [7, p. 68]. Moreover, “clear and unambiguous characteristics Cossack ethnicity was not found. As a result, the central subject of the revival of the Cossacks are not descendants of the Cossacks, but members of the movement for the revival of the Cossacks” [8, p. 43].

Therefore, involvement in the traditional culture of the Cossacks representatives of other ethnic and social groups is very technologically promising. In the study, 59,84% of all the respondents stated that approve this initiative and among those who identify themselves as Cossacks, the proportion of “optimists” even more – 79,02%. The study also found that in 25 selected organizations of territorial public self-government, percentage of residents who identify themselves with the Cossacks, is 57,20%, while those who identify themselves as bearers of traditional Cossack culture – only 48,00% and among this group 1,83% are those who claim, that are beyond the scope of the Cossacks and the share of the Cossacks, not holding traditional Cossack culture is high enough – 17,62%.

These results, on the one hand, show the promise of involvement into the process of the development of traditional culture of the Cossacks representatives of other ethnic and social groups and on the other hand said of the need for organizations of territorial public self-government conducting more intensive activities in the PR-sphere directly in the environment of the Cossacks.



Pic. 3: Rating of methods or channels of communicating to residents, residing within the boundaries of organization of territorial public self-government, information that contributes to the promotion of activities for formation and development of traditional culture of the Cossacks: “Public events” (1), TV (2), “Internet” (3), “Newspapers, magazines” (4), “Outdoor advertising” (5), “Discussions with influential people” (6), “Booklets, leaflets” (7), “Radio” (8)

And fourthly, efficiency of the realization by organizations of territorial public self-government the function of development of traditional culture, dominant on the concrete territory, depends on the correct choice of the channel for communication with the target audience. As a part of the study, respondents were asked: “What method or channel of communicating to residents, residing within the boundaries of organization of territorial public self-government, information that contributes to the promotion of activities for formation and development of traditional culture of the Cossacks, You consider the most effective?” The answers (in percent) were distributed as follows (Pic. 3):

In addition to the research topic (the traditional culture of the Cossacks), the fact that the study was conducted on the territory of rural areas and remote hamlets, also influenced on the obtained results. Nevertheless, even in the face of such urbanization level study area, main media resources of information delivery (TV, Internet, newspapers and magazines, outdoor advertising) scored more than half of the respondents' votes – 50,64%. Note that the outdoor advertising we also refer to the media as one of the “resources for daily practice of gathering, processing and dissemination of information intended for a mass audience” [9, p. 453] and radio, booklets and leaflets we have not included in the above list of media due to the extremely small percentage of the respondents' votes, recruited by them in the course of the survey.

So, we have indicated 4 basic technological principles for improving the activity of territorial public self-government organizations in the field of development of traditional Cossack culture in the Volgograd region.

## CONCLUSION

- For effectively realization of the function of development of the traditional Cossack culture in the Volgograd region, the territorial public self-government organizations must technologized it.
- The territorial public self-government organizations in order to perform this function qualitatively, should wisely choose the social partners for it's realization, first of all among the local governments, educational organizations, Cossack societies, public organizations.
- In this deal the territorial public self-government organizations must be oriented first of all on the actively working with young people living in the territory of the dominant culture.
- Very urgent for the effectiveness of the technology is to involve of non-Cossacks residents into the number of carriers of traditional Cossack culture.

- Efficiency of the realization by organizations of territorial public self-government the function of development of traditional culture, dominant on the concrete territory, depends on the correct choice of the channel for communication with the target audience. First of all their PR-activity must be based on using the main media resources of information delivery (TV, Internet, newspapers and magazines, outdoor advertising). Identified effectiveness of the traditional culture of the Cossacks by organizations of territorial public self-government in Volgograd region, implemented by means of media dissemination media, has not any eclecticism, because when the civilization “begins to dissolve in the electronic revolution, we are again discovering generic and comprehensive awareness” [10, p. 28].
- Conclusions and recommendations, drawn from the study “Organizations of territorial public self-government as a tool of development of traditional culture of the Cossacks in the Volgograd region”, may be used in any territory with varying dominant culture, due to existence of the principle of scientific universalism, laid in the basis for the research model.

### **ACKNOWLEDGMENTS**

The authors are grateful to Russian Foundation for Humanities for supporting the scientific project # 14-13-34007 (sociological study “Organizations of territorial public self-government as a tool of development of traditional culture of the Cossacks in the Volgograd region”) and also to Ministry for territorial entities and information policies and Committee on Nationalities and Cossacks of Volgograd region for assistance in organizing the field stage of the research.

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