

**THEORY AND HISTORY OF CULTURE**  
**(specialty 24.00.01)**

***Dronov D.S. Modern jewelry culture***

In article the jewelery culture was investigated as a social system. Such approach has allowed not only to consider it as type of social relations and display of spiritual activity, but also to establish laws of its historical development, to study character of its transformations under the influence of external changes. The analysis of Russian jeweler culture as the complete phenomenon including various structural elements (creativity of the artist, talent and innovation of the businessman, state support, level of is art-aesthetic culture of consumers, and also responsibility of mass media) is carried out, not received till now illumination in the scientific literature, the approach to research of art jeweler culture, as complete social phenomenon is new. For the first time the analysis of main principles of its functioning in modern conditions is carried out. New original methodological approaches to research jeweler art culture as sets of objective and subjective conditions and factors are developed. The jeweler culture is considered in a context of universal, art and professional cultures.

Key words: jewelry culture, the artist the jeweler, mass culture, exclusive ornaments, innovations, traditions, it is decorative – applied art.

***Russian***  
***Artists' Union***

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