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## THE CULT OF BOOK IN REGULATING SELF-PERCEPTION

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### *Abstract*

The article studies the social phenomenon “the cult of book” that continues to be relevant and can influence self-perception. Based on the basic concepts “human factor”, “personal self-perception”, the authors consider the book as a valid tool for their development. A full-fledged person is always interested in his physical state and self-understanding (national, genetic, collegial, etc.). This combination serves as a stimulus for the existence of a multilaterally developed personality. This communication in the readership and publishing perspective can serve as a confident motive for creativity. Publication of a book requires a thorough approach. Only if the spirit of work created from various sources will be saturated, circumstances can change. The facts of the history of the cult, circumstances of prohibitions their conditionality are presented. When addressing the issues of book publishing, considering a whole range of archival documents, the article analyzes a number of actions, describes the current situation and concludes about the efficiency of the cult. The development of a constant interest in reading is a family mechanism; the goal of book producers is to encourage any socially-conditioned reader to make mental attempts.

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## **1. Introduction**

The point of view of Vygotsky (1986) proves the stability of value truths: "... if you look at art from the point of view of psychoanalysis, the historical development of art, the change in its social functions, will be completely incomprehensible, because art serves as an expression of the most ancient and conservative instincts" (p. 73). Painted blue they cultivate moral priorities, red color implies worship of material elements. Moreover, they are distributed as follows: "the coloring of the aspirations of the ruling part of society dominates, and there is an "underground" of the opposite color ..." (Vygotsky, 1986, p. 79). The technique of distribution and inculcation of these colors was practiced in the Soviet era with literature tools that are absent today. The universally recognized cult of book was an indispensable and tangible component of state ideology.

The book was sincerely revered by every staunch supporter of the communist regime. It is, for example, the nationwide slogan: "Knowledge is power!" This orientation was supported, embodied and developed by writers of the first half of the twentieth century. Anyone who describes the industry is the author of those years. They followed the principle: we create, therefore, we sacrifice our intellect for the good of the bright future. Described industrial capacities (the so-called "civilized" village) needed a convincing background. A decent, "conscious" citizen should have understood the reason for his own hardships and torment at the round-the-clock construction sites. The bright future built on great knowledge was explained and recommended by books revered and cultivated everywhere. That is why the literature layer of the 1930s was characterized by patriotism and enthusiasm.

## **2. Problem Statement**

Under saturated transformations of global society, tough interethnic loads, the fixation of the traditional, the so-called "human factor", is very significant. This role may be inherent in the book having a positive psychological effect. Today, internal fixation is required not just for the circumstances of a physical stay or social status. It is the soul that must be a key component of fixation, regulation and possible transformations. It is desirable to consider possibilities of the cult of book in this field of personal self-perception, relying on semantic qualities of the first one as an instrument.

## **3. Research Questions**

A person turns out to be real only if he is a figure endowed with thinking and true self-perception. Moreover, the fatefulness of reason and self-awareness consists in the fact that moral resolution (praise or condemnation) lacks an ideal worldview. These factors express the inner world. The personal experience can act as a real culture if it is passed through the abundant resources of art, literature. However, the process is not sufficient in the context of modern globalization. The apparent crisis of mass consciousness is much more active. Against this background, the control of probable crisis results for the hard-to-find potential of personal progress is significant. Economics and education are not satisfied with their own mechanisms. Searching for self-saturation, they use the individual (a priori obliged to act as the acting subject) as the opposite, for their final goal. Personality is defined as the target method, the final reception of various social moves and modifications.

#### **4. Purpose of the Study**

Scientists and writers talk about the hedonic role of book (Amerkhanova, 2013; Gromova, 2013). Reading is a pleasure; children enjoy this process. The individual thinking of the teenager, his personal beliefs, motives, positions allow him to perform decent actions. They help him build the personal orientation. The article aims to considering these trends taking into account the facts of history.

#### **5. Research Methods**

We analysed the history of the subject, tracking the facts of the cultivation of book in the Russian cultural policy, compared the facts with the current situation.

#### **6. Findings**

In the Caucasus, the book began to be revered since 1809, when Alexander I created publishing houses. This happened in a number of Russian territories. The government allocated 18 thousand 795 rubles (Malyavina, 2007). Three years later, in pre-revolutionary Russia, the Patriotic War of 1812 slowed down the launch of the North Caucasian publishing house for ten years. Regional printing started only in 1822.

A similar course of events can be traced in the archival document “A book on income and expenses of the St. George County Treasury for establishing printing money under the Caucasian provincial government” cited by Malyavina (2007, p. 24). The rigid ideological focus of the printing industry existed in 1917. There were personal archives, including diaries, correspondence, government documents.

For example, the personal diary of Kossovich (1955) is a saturated factual source. He reviews an entire generation of our ancestors. Plunging into the diary pages, you can come in contact with a whole galaxy of our elders. Famous scholars, writers, activists and even relatives want to come to a compromise in their own way. Such Soviet templates are gaining their new authority. The curtains of the local party and writers’ meetings are open but strong in their magic. This is sometimes surprising, but the severity of Kossovich (1955) is grateful, since more pathos and enthusiastic descriptions are usual in the region. Let us cite a fragment from the memorandum on his behalf as a deputy head of the propaganda and agitation department of the Adyghea regional committee of the CPSU: “The branch of the Soviet Writers is not efficient. There are no young writers among Adyghe people. For the post-war period, only two people were accepted in the Union of writers. Not a single translator and critic has been accepted into the Union” (Kossovich, 1955, p. 73). However, in the 1930s, the bureaucratic authorities tried to demonstrate consistency in working with diary entries. They formulated lists, denunciations and reports. For example, M.A. Bulgakov’s personal diary once seized in 1927 was found in this way. At the request of one famous contemporary (M. Gorky), the diary of the writer was given to the owner. He immediately burnt it. Nevertheless, already in the ninth decade of the last century, scientists discover photo-duplicate records in the warehouses which illustrate the centuries- archives. The pre-revolutionary Caucasian printing house published regional papers that are part of the local business documents.

Among them there were reviews, statutory information, receipts, rapports and other publications of bodies and institutions setting their own rules and introducing their own codes of rules. However, there were educational-methodical and scientific publications as well. These publications were found in the Adygea Autonomous Region. In particular, at a large-scale meeting of the regional organizing bureau of the Communist Party held in 1923, the party secretaries worked. The priority projects for the "civilization" of the territory were as follows: translation of printed materials into the Circassian (Adyghe) language; publication of school, party, market and "fiction" literature. According to Khuako, in (2008) the monograph "From writing to book culture", the II Congress of Soviets of the Adygea (Circassian) Autonomous Region held on December 12–19, 1923, illustrated the significance of revitalization "of the publishing work in the Circassian language".

This trend was preserved both at the local and national levels. In 1924, in Moscow, the XIII Congress of the RCP was held. It specified conditions for typographic activities. The institutions needed to streamline the publication of a mass and time cost-effective books interesting for workers and peasants and accessible to students of provincial schools. This message was as follows: "to intensify the work of creating and publishing mass and high-quality books and brochures accessible to workers and peasants" (SovPress, 1961, p. 15). In summer 1924, the Plenum of the Southeast Regional Committee of the RCP (B.) held in Rostov decided to step up the planned publication of the national book. There is a trend to create printing houses and distribute their products at the regional level, taking into account the bilingual priority.

The significance of the book was beyond doubt. The book approved by the state was axiomatically considered progressive in both semantic and ideological terms. At the same time, it had to be of high quality. According to Soviet agitators, Literature and the Word are the focus of the government. Similarly, the instructions of the Twentieth Party Congress (Feb. 1956, Moscow) contained tasks of improving book publications. The power of Literature and the Word was used during the thaw, for restructuring public consciousness. However, this toolkit is ignored in the new century. Nevertheless, the disposition to an accessible and meaningful word is obvious due to the generally recognized dramatic nature of current foundations, in which the worldview of the new representative of the mass has lost, and is still losing value dominants. The current theme of a number of Soviet art sources can be considered within the f desired angle of the working intelligentsia. It was set in the 1930s by federals and continued by North Caucasian authors in the 1960s. In his novel "Skutarevekin", Leonov (1932) described a thorough progress in the thoughts of a scientist. The physicist overpowers egoism inherent in any individual, although he begins to perceive his own role with pathos. His deed is accompanied by distinct, socio-political principles. Gloss is in its brightness, thought is in its acuity, the phrase is in lyricism, they are consonant in the generation of an image unusual for social realism. Seeking and often rushing about, but not giving up, the scientist displays a mobile personality. Literature scholars see in this image the author's self as a strong and confident personality of the intellectual.

There is an identical type in the North Caucasian prose of the middle of the century. "The present and clearly expressed element of autobiography gives the lyric mood to the entire genre-shaped system of the story" (Khuako, 2005, p. 83). He calls it a "Talmud," defaming a decent person. Sufferings turn into assertive negative opinions about what has been done. The central type is found in the Adyghe prose of

the end of the last century. This is one of two stories that make up the novel by Khuako (2005) “The Legend of the Iron Wolf”. In the story “The Return of the Horsemen”, the presentation is carried out on behalf of a young scientist who arrived in his Aul in order to conduct archaeological excavations under the guidance of a Moscow teacher. Like any central character, he is capable of thinking, feeling, worrying, and suffering. In contrast to the generally accepted template about the dry callousness of the “bespectacled man”, he is rich in his emotions and addresses his ancestors who contributed to the severe flooding of the inhabited Kuban territories. Thus, the creators of the book – scientists – are heroes of the works. In the new century, a successful jerk to select, structure and identify the stage of development of book business was undertaken by Doctor of Historical Sciences, Khuako (2003) in his monograph “The World of the Press of Adygea”. Composing and grouping a wide chronic layer, referred to the past days of local printing, the author does something important. He substantiates and presents a typographic skill of the Circassians, classifying relevant information.

## 7. Conclusion

The pedestal of human creations has been continuously occupied by the book. For centuries, it has remained the backbone of all methods. The book works for a person with a clear and active gaze, it can be an expressive and vivid syllable. Through the book, millions of wise men of previous millennia express opinions on various problems. “How many sincere and enthusiastic praises of the book are scattered throughout the pages of ancient Russian chronicles! Chroniclers knew the true value of the book, "benefits of the teachings of the book." It allows the writer to address to a specific addressee or to several of those included in the client-group of the publishing office. It provides a reader with an opportunity to find out how the problem has ever been solved.

It is necessary to emphasize the fact that there is no feedback from printers to the reader. The printing house, acting at random, has a zero access to the opinions of its customers. One can suggest holding reading evenings, presentations and conferences, symposia, in which employees of the publishing companies meet clients. The reader and the publisher may be concerned about various positions on living standards sometimes lacking in modern books. The crisis experienced by the Russian book industry affects the republican book production.

A number of factors (political, economic, sociocultural, ideological) determine the development of book publishing in the Republic of Adygea, and this system depends on local characteristics. Its geographical location (remoteness from the center, proximity to the borders with Krasnodar Territory) is important.

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