

Kostromitskaya A. V. Temporal and spatial and temporal aspects of the studying of the city //Scientific Notes of Crimea Federal V. I. Vernadsky University. Philosophy. Political science. Culturology. - 2015. - Vol. 1 (67). - № 3. - P. 85-92.

There is an analysis of a city as a cultural phenomenon, which is capable to express themselves in many different ways, have presented. In conformity with that affirmation, resident of the city is forced to adapt to the conditions of life in the urban environment, to pace and rhythm of life, to an unusual type of mobility and relations with nature and society. The author provides a brief analysis of the concepts of «time», «chronotope» («time and space»), «synchrony», «diachrony» in the context of the studying of the city and its symbolic space. The phenomenon of time in conjunction with the space are considered as a component of perception of the city. Unsustainable development of the modern world generates pluralism, requires understanding of scientists from different fields of these trends and develop ways to resolve the conflict. Humanities have appealed to science experiences, the exact sciences use concepts from linguistics, cultural studies and psychology. We have before us scale transformation processes. In our study, we rely on the scientific discourse in the areas of knowledge, such as philosophy, sociology, conflict studies, psychology, economics, political science, linguistics, biology, and IT-technologies. In addition, these polar opinions agree that changes have scale character and accompanied by conflicts. Cultural transformations are also undergoing to a similar process. The human factor in the conversion of systems suggests the presence of creativity in the process of transformation. Therefore, we can say that the creativity factor is inherent to transformation. It can also be a condition of mismatch, disorganization and, as a

consequence, of crisis deepening. The example is the branding campaign aimed to development of city space.

Keywords: Qty, city space, time, temporality, chronotop, synchrony, diachrony

#### References

1. Amin E., Trift N. The Intelligibility Of Everyday City / E. Amin, N. Trift // Logos. - M. 2002. - № 3 (34). - P. 1-25.
2. Antonovsky A. U. Social Epistemology: Space-Time & Personal-Collective Dimensions Of Society / A. U. Antonovsky; [monogr.]. - M., 2011. - 400 p.
3. Bagrov N. V., Bobkov V. A., Chervanov I. G. Spatial & Temporal Relationships In Geosystem SelfOrganization / N. V. Bagrov., V.A. Bobkov, I. G. Chervanov // Geopolitics & Ecogeodynamics Of The Regions. - Simferopol, 2005. - №1. - P. 12-20.
4. Bahtin M. M. The Questions Of Literature & Esthetics. The Studies Of Different Years / M. M. Bahtin. - M., 1975. - 504 p.
5. Vernadsky V. I. The Philosophical Thoughts Of The Naturalist / V. I. Vernadsky. - M., 1988. - 520 p.
6. Voloshin M. Essays & Articles, Published In 1917-1927 / M. A. Voloshin. - M., 2008. - Vol. 6. - Bk. 2. - 756 p.
7. Dey D., Jung. M. The Transformation Of The Company Without The Crisis / D. Dey, M. Jung // The Ambassador McKinsey. - M., 2002. - №1. - P. 148-161.
8. Durkheim E. Sociology. Its Subject Matter, Method, & Purpose / E. Durkheim [transl. f. fr., comp., epil. & not. A. B. Gofman]. - M., 1995. - 352 p.
9. Zamyatin D. N. Culture And Space: The Modeling Of Geographical Images / D. N Zamyatin // The Collection of Reports Thesis Made By The Participants Of

Cultural Anthropology Congress. - Spb., 2006. - P. 189.

10. Ikonnikova S. N. The History Of Cultural Anthropology Studies / S. N. Ikonnikova; [2nd edit., suppl. & devel.]. - Spb., 2005. - 2005. - 474 p.

11. Kagan M. S. The Philosophy Of Culture / M. S. Kagan. - Spb: Petropolis, 1996. - 415 p.

12. Kazaryan V. P. The Trends In The Study Of Time: [Electronic Resource] / V. P. Kazaryan. - The Mode Of Access: [http://www.chronos.msu.ru/RREPORTS/kazaryan\\_tendentsii.html](http://www.chronos.msu.ru/RREPORTS/kazaryan_tendentsii.html).

13. Cassirer E. The Philosophy Of Symbolic Forms / E Cassirer; [gen. edit. S. Y. Levit]. M. - Spb., 2001.

- T. 1: Language. - 271 p.

14. Cultural Anthropoligy. XX Century. Encyclopedia In 2 Vol. [under the edit. S. Y. Levit]. - Spb.; 1998.

- Vol. 2. - 409 p.

15. Lynch K. The Image of the City / K. Lynch [transl. f. Engl. V. L. Glazichev; comp. & under the edit. A. V. Ikonnokova.]. - M., 1982. - 328 p.

16. Lotman U. M. Semiosphere / U. M. Lotman. - Spb., 2000. - 704 p.

17. Mihelson M. O. The Time & Space In The Culture Of City: The Problem Of Correlating The Principles Of Diachrony & Synchrony / M. O. Mihelson // News Of The Herzen State Pedagogical University of Russia. - Spb. - 2006. - № 18. - Vol. 1. - P. 66-70.

18. Razumovsky O. S. Time [Electronic Resource] / O. S. Razumovsky - The Mode Of Access: [http://www.chronos.msu.ru/TERMS/razumovsky\\_obydvremya.htm](http://www.chronos.msu.ru/TERMS/razumovsky_obydvremya.htm).

19. Razumovsky O. S. Diachrony [Electronic Resource] / O. S. Razumovsky - The Mode Of Access: [http://www.chronos.msu.ru/TERMS/razumovsky\\_diakhronia.htm](http://www.chronos.msu.ru/TERMS/razumovsky_diakhronia.htm).

20. Razumovsky O. S. Synchrony [Electronic Resource] / O. S. Razumovsky - The Mode Of Access: [http://www.chronos.msu.ru/TERMS/razumovsky\\_sinkhronia/razumovsky\\_sinkhronia.htm](http://www.chronos.msu.ru/TERMS/razumovsky_sinkhronia/razumovsky_sinkhronia.htm).

Yarskaya V. N., Yejov O. N., Pechenkin V. V., Yakovlev L. S. The Time & Space Of Social Changings / V. N. Yarskaya, O. N. Yejov, V. V. Pechenkin, L. S. Yakovlev; [The Course Of Lectures Among The Module Of Social Disciplins]. - M. - Saratov, 2004. - 280 p.