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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

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**Keywords:** cultural sphere, statistical indicators, method of questionnaire, Mcdonaldized social practices, cultural events.

## 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 goes 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

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