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Компьютерная верстка **Е.В. Гревцовой**

Подписано в печать 20.11.2009 г. Формат 84х108/16. Усл. печ. л. 12,9.  
Уч.-изд. л. 12,4. Бумага тип. Печать офсетная. Тираж 1000 экз. Заказ 1/114.  
Отпечатано в ИПК СФУ. 660041 Красноярск, пр. Свободный, 79.

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*Свидетельство о регистрации СМИ  
ПН № ФС77-28-723 от 29.06.2007 г.*

Серия включена в «Перечень ведущих рецензируемых научных журналов и изданий, в которых должны быть опубликованы основные научные результаты диссертации на соискание ученой степени доктора и кандидата наук», по экономике; по истории; по философии, социологии и культурологии

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УДК 009

## Celebration as a Socio-Cultural Phenomenon and a Communicative Technology

**Elena A. Kaverina\***

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Received 6.11.2009, received in revised form 13.11.2009, accepted 20.11.2009

*The article is devoted to the philosophic-aesthetical analysis of a «special event» phenomenon. It reveals cultural, historical, and aesthetical basics of a celebration and its social functions. The celebration is approached as a communicative technology. A big part of the article is devoted to the corporate celebrations – it reveals the goals of such celebrations, principles of their organization, and specifics of conduct. Corporate celebration is presented as a communicative technology used for building positive relations within the internal audiences (employees) of the company, for developing corporate culture, and forming corporate identity.*

*Keywords: celebration, corporate celebration, special event, aesthetics of celebration, functions of celebration.*

### Introduction

Approaching the research of the phenomenon of celebration today is very essential as celebration is the most important component of socio-cultural reality in XXI century. Studying the celebration today is very interesting and relevant in several dimensions. The first one is a celebration as a social phenomenon. The second one is a celebration as an aesthetic phenomenon. And the third dimension is a celebration as a communicative technology used to achieve certain corporate aims. Today, the term «corporation» is actively used in professional vocabulary and there are multiple terms derived from this word: «corporate culture», «corporate relations», «corporate space». The term «corporation» means a company, an organization united by economic, social, political and other interests. Most of all,

«corporation» describes a commercial structure, however, it can also be used as a state corporation or a public corporation (Chumikov, Bocharov, 2006, p.130).

Celebrations are used as a communicative technology aimed at building relations with various audiences of public. A celebration can be initiated and organized by state, commercial or non-profit organizations in other words by any corporation.

A celebration organized to achieve corporate objectives is called «a special event». Today this term is also actively used. Special event is an event, which specially conducted to communicate ideas, values, messages that represent and serve to achieve certain philosophical, informational, reputation, image, commercial or non-commercial goals of some

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