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PHILOSOPHY

UDC 123.241

E. P. Ananeva

ASPECT STUDY OF THE PHENOMENON OF TOLERANCE WITHIN SOCIOCULTURAL SPACE

The article describes the presence of several aspects in the study of the phenomenon of tolerance. Argues that the presence of various aspects of the study of tolerance leads to the inevitability of a versatile study of the phenomenon. Traditionally tolerance as ethical value associated with the existence of differences in human communities, the problem of respect, acceptance and understanding of diversity. In psychological studies of tolerance is seen as remains insulated, unfavorable factors, as sustainability. In the social philosophy tolerance is understood as tolerance for any differences (ethnic, national, religious, racial) is the most capacious understanding of tolerance as a resistance to the conflict. The specificity of tolerance associated with the necessary conditions of actualization of tolerance. However, tolerance is not investigated in the framework of the socio-psychological approaches. Need to clarify the grounds of tolerance as the communicative properties of the individual and society, social and psychological mechanisms of formation of tolerant behavior and tolerance issues in cross-cultural interaction.

Tolerant behavior is possible only as a result of determining the value and semantic structures. Is it necessary to consider the phenomenon of tolerance in the acmeology. Acmeological tolerance aspect of the research is not only innovative. It provides an approach to the study of the misuse of possibilities and mechanisms of formation of tolerance as the quality of the individual. The future research agenda includes a comparison value attitude of tolerance specific person with basic cultural universal constants and individual culture.

Key words: *culture of tolerance, intercultural communication, methodological aspect, socio-cultural space, tolerance, tolerant interaction.*

UDC 165.72

N. M. Yemelyanova

TRUTH AND AUTHENTICITY: POTENTIAL AND ACTUAL

Truth and authenticity according to potential and actual, to possibility and reality is under analysis in the article . Historical and philosophical study of the problem of truth allows us to study the formation and transformation of the concepts of truth from antiquity to the present day. General and specific in the concepts of truth in terms of the certainty of knowledge in classical and post-classical philosophy are worked out via comparative analysis.

If ancient thinkers considered mind being within the framework of the possible constantly performs the operation to transfer the potential knowledge to relevant knowledge, in medieval

philosophy the truth of things was determined by the degree of their similarity which existed in a divine intelligence. The philosophy of Modern Times put the problem of truth in direct dependence on the capacity of the human mind, expressed some epistemological preferences of empiricists and rationalists.

In contrast to Hegel's doctrine of the mind as a fundamental principle of all things and all truth, the irrationalistic concepts appeared. They considered truth to be result of manipulation of the enlightened mind, so it is a self-destroying value. If the existential philosophy highlights the problem of truth and untruth of existence, the positivist theories suppose the category of truth to be dissolved within the logical-linguistic constructs. In the post-positivism which had united the theoretical and experimental knowledge into a single system, the purpose of knowledge is not to achieve the objective truth but to implement one of the scientific tasks.

Pragmatism insists on the relativity of truth in its close correlation with the principle of good: it is true that it is useful. Finally, the philosophy of postmodernism considers being to be potentially fictional experiment which cannot be examined through the criteria of reliability, it considers the truth to be not a self-sufficient concept, but to be an event that is constantly reinvented, rewritten and re-interpreted. Nowadays philosophical pluralism opens the way to multiple interpretations of truth, which confirms its dialogical character. Thus the problem of apodicticity of knowledge is solved in the context of infinite actualization of what is potential.

Key words: *truth, knowledge, intelligence, reliability, misleading, potential and actual dialogue, human being.*

UDC 7.038

O. I. Parfjonova

ARTIFACTS OF SPATIAL ARTS AS "CITATIONS" IN A.SCHOPENHAUER'S AESTHETICS

The paper deals with the analysis of context and the character of mentioning of architecture and fine arts works in treatise "The world as will and representation" by A.Schopenhauer. It is established that mentions of them are involved with the philosopher by way of illustration of concepts "high", "fine", "graceful" and "genius". It was drawn a conclusion that similitude "citing" isn't caused by a primary reflection owing to direct visual perception of the named works and is mediated literary (Goethe, Lessing) and an art criticism reflection (Winckelmann) which is necessary considered as a source of theoretical constructions of Schopenhauer.

Key words: *A. Schopenhauer, fine arts, sculpture, architecture.*

CULTURE

UDC 78.071.2

N. B. Boyarko

ACTUAL PROBLEMS OF MODERN MUSICAL PERFORMANCE

This article analyzes the current problems in the field of contemporary music performance. Performing activities directly related to composing and co-creation of the listener. Insufficient level of repertoire and provide low interest in the promotion of academic art are some of the pressing problems.

It is marked that in modern society which exists in the scope of globalization paradigm, it is impossible to limit the framework of already fixed styles, trends and genres. It is stressed that further development of an art is possible on the condition of music genre fusion. Despite of general global character of the culture of today, the problem that arises is of promotion of national achievements. The existence of works for the orchestra of folk instruments could make that unique and interesting sphere of music art which would favour much more popularization of Ukrainian culture in the world.

*Implementation of works hops, joint projects with European cultural institutions is considered one of the possible ways to increase the level of executive activity and the implementation of exchange practice experience between Ukrainian and western performers, teaches and composers would favour the way out of Ukraine onto the world culture arena. **Key words:** musical performance, culture, creativity, repertoire.*

UDC 75.045(477.7-2Mar)

O. A. Golushchak

CULTURAL CODES OF A MODERN CITY IN PAINTING OF MARIUPOL ARTISTS

Article is devoted to a problem of an image interpretation of a city in the modern art on an example of creativity of Mariupol artists. The considerable role of art association «Mariupol – 87» in formation of author's concepts of the city text, promoting judgement of a city as a culture category, symbolical whole space is defined. Simvoliko-shaped cultural codes of author's models of a city of artists V.V.Harakoza, S.A.Barannika, V.N.Miski – Oglu, V.F.Chapni at existential relations level, poetics of signs and archetypes are considered. As a result of the undertaken research it has been proved that the basis of an image of a modern city consist of archetypes of inversion of time, geometrical abstraction, Christian cultural codes. Their occurrence in creativity of the Mariupol artists is caused by active development of new art thinking principles in the European modernism and in Russian avante-guard in a close connection with national cultural traditions.

***Key words:** creative association «Mariupol – 87», individually – author's models of a city, a cultural code, archetypes.*

UDC 379.8

L. O. Gonchar**FUNCTIONAL REFERRALS CULTURAL AND ENTERTAINMENT
ACTIVITIES OF NATIONAL RESTAURANTS**

The article studies and analyzes cultural and entertainment activities of modern Ukraine restaurants. Main tasks are outlined. Defined the role and the basic meaning of "function" and "form" for the entertainment of restaurants.

Specified functions of leisure programs in restaurants such as informative, communicative, recreation (relaxation), interactive, social, valuable, epistemological (cognitive), creative. Determined range of influence of each function to the customer satisfaction by restaurant services.

The important element of the organization of cultural and entertainment programs in restaurants is correct selection of animations according to holidays, seasons, fashion trends, contingent of guests. We consider and investigated forms of modern entertainment programs in Ukrainian restaurants. Justified principles on which it is based.

Key words: *cultural and entertainment activities, a restaurant, leisure, function, form, principle, entertainment programs.*

UDC 792(477.64-2)»1849/1943»(045)

O. O. Demidko**THE DRAMATIC ART OF NORTH PRYZOVIA: BERDYANSK THEATER
(XIX –FIRST HALF OF XX CENTURY)**

The author investigates the specific city of the formation and development of Berdyansk theater in the 30s of North Priazoviain XIX – the first half of the XX century. Essential for the formation of cultural and artistic space North Priazovye was the discovery of Berdyansk theater. The lack of comprehensive general works on the designated theme is the urgency and the need to study. The theater building in Berdyansk was built in the first half of the XIX century. In the XIX century features of development of Berdyansk theater became poor training of actors and the low level of interest among the audience. Considerable attention is paid to the repertoire, charitable activities of the theater and the main problem. Theater workers conducted extensive charity work in different directions: assistance to the needy people of the city, the sick, the victims of the war. The author examines the creative pursuits of actors and other touring troupes. At the beginning of the XX century. changing repertoire, opens summer theater, which contributed to the development of theatrical art in the city and the region as a whole. In the article examines the role of Berdyansk theatre in social and cultural life of the region's population.

Key words: *Berdyansk Theater, North Priazovia, cultural and artistic space, affiche, repertoire.*

UDC 7.071.1

V. J. Dorofeeva**MODERN UKRAINIAN COMPOSER SCHOOL: NEW MUSIC**

The article investigates the latest achievements of modern Ukrainian composer school and deals with the situation of academic music in contemporary society. It also analyzes the emergence of projects related to the promotion of "new music", organized by music agency "Yho". There is an attempt to unite Ukrainian contemporary classical music and European art context.

It is marked that a modern Ukrainian composer's school demonstrates a considerable achievements in the sphere of academic music. For today there vividly represented different trends in style from neo-romantic up to electronic music. It's stressed that difference in genres which is observed in Ukrainian composer's works has its roots which comes out from the works of two outstanding posts of Ukrainian professional music L. Revutskiy and M. Lyatoshinskiy.

The essence of Ukrainian modern composers' works is a hereditary character a close contact with folklore. A modern Ukrainian composer's school could be conditionally divided into several generations which confess certain vocal traditions. First generation is represented by names of modern classics G. Gavrilets', L. Dichko, Yu. Ishenko, L. Kolodub, G. Lyashenko, M. Skorik, E. Stankovich, I. Sherbakov etc. For their works it's a typical jockeying with genres – symphony, symphoniette, sonata, concert, choir concert and musical language is different and can vary from atonality to tonal thinking. Further generation is represented by the composers I. Alekseichuk, M. Denisenko, M. Kovalinas, L. Yurina who are balancing between the traditions and innovations working in new genres choosing difficult composer's techniques but mostly appealing to the instruments of symphonic orchestra. Third generation of composers could be singled out according to their creative technique. They choose a sphere of electric acoustic directed to producing "a new music", which borders on minimalism and sonority. Here could be attributed works by A. Zagaiekevitch, V. Poloiyovoïy and young composers, who cooperate with the Ensemble Nostri Temporis – M. Kolomiets', B. Segin, S. Suldina, O. Shumrak, etc.

It is affirmed that during last years the development of Ukrainian music culture is characterized with letting out onto a new level for which is typical close connection with European composers and searching common projects which could assist the integration of Ukraine into European community. Namely in strengthening of connections with different cultural and mental tradition under the condition of preserving its national origin there could be foreseen a further development of musical culture of Ukrainians.

Key words: "new music", composer, creativity.

UDC 130.2: 392.8 (495)

E. N. Zolotareva

FUNCTIONS OF FOOD RITES OF PASSAGE IN TRADITIONAL GREEK CULTURE

The article is devoted to the importance of the transition function of food in the family customs and rituals of traditional Greek culture to identify the functional significance of the individual elements of the traditional diet as a border transition food.

The process of preservation of cultural identity in such multi-ethnic region as Priazovye, by Greeks who were separated from their historical homeland, is the issue of current interest. Therefore, the study of the most significant customs and rituals and their components can become a kind of expertise for preservation of cultural identity by ethnic group.

One of the most important elements of rites and rituals has always been traditional food, which is a kind of marker, emphasizing the national character of a people and a way to build a system of coordinates 'own-alien'. To understand the contrast 'own-alien' the theory of 'rites of passage' by A. Van Gennep is very important. According to this theory, the essence of life is the succession of stages, the transitions from one state to another. The rites of passage are represented well in wedding (a transition to a new status) and funeral (a transition to the other world).

Traditional food is an important part of the rites of passage, allowing the passage of time-space boundaries, realizing the connection between this and other worlds. Therefore, to cross the border in time and space successfully, you need to eat special food.

The examples discussed in the article point to a close relationship between funeral and wedding ceremonies: the use of the same ingredients (wine, honey), which perform similar functions (communications between worlds of the dead and the living, the fixing of the final transition). The author of the article also found the use of the same basic elements of the diet, performing the same functions in both the ceremonial traditions of the Greek mainland and Priazovye. Therefore, we can talk about the preservation of their cultural identity by Greek settlers in the multiethnic region.

Key words: *food, cultural identity, transition function, rites of passage, traditional Greek culture.*

UDC 327(477):061.21

S. J. Zorinets'

UKRAINE IN THE UNESCO: PERSPECTIVES OF COOPERATION AND THE ACTIVITY CONSERVING THE ENLISTMENT OF OBJECTS OF WORLD HERITAGE

This article analyzes the activities of Ukraine as a member of UNESCO and its efforts in inscribing cultural sites to the World Heritage List. The list of sites that are suggested should to be inscribed to World Heritage List the so-called Tentative List is analyzed.

It is defined that in the context of modern international relationship cooperation of Ukraine with UNESCO is of great interest and its basis has a great potential. USSR which was a part of the Soviet Union became the member of UNESCO on the 12th of May 1954. This even

had a great influence on its modern history; today's membership of Ukraine in this Organization is more than 60 years.

During the period of its membership in UNESCO Ukraine was elected for four times to its Executive Committee: for the periods 1981-1985, 1995-1999, 2001-2005 and 2013-

2017, and also to International Coordination committee of the programme "Man and biosphere", of Intergovernmental committee of World Decade of culture development, of Intergovernmental committee for assistance of refunding cultural values to the countries of their origin of the Committee of headquarters.

There are 10 chairs of UNESO in the High Schools of Ukraine that function in the spheres of linguistics, philosophy of personal communication, applying of informational and communication technologies in education, ecology of anthropogenic regions, cryobiology, cell and molecular neurobiology, man's rights and democracy, ecologically safe technologies.

The participation of our country in the programme activity of UNESCO gives the opportunity to scientists of our country to fulfill different kinds of projects, to get scholarships and grants, equipment, scientific and technical information, consultative assistance and ensuring for the part of the Organization, to take part in international activities. For the last 5 years from UNESCO and other international financial sources which were involved in the realization of programmes, Ukraine got direct subsidy sum nearly 4 million US dollars.

Considering multifaceted cultural and natural resources of Ukraine, there had been provided an active job as for increasing of presented of outstanding works in the List of World Heritage. There had been put onto the List of World Heritage from Ukraine 7 objects for today. Certainly, such modest representation of national historical and cultural acquisition of Ukraine in the List of World Heritage doesn't reflect the contribution of Ukrainian people in the world culture. It is stressed that Ukraine has to work more active and persistently onto the expansion of this list.

Key words: *UNESCO, world cultural heritage, Convention concerning the Protection of the World Cultural and Natural Heritage, World Heritage Committee, World Heritage List, Tentative List.*

UDC 784(477)

J. V. Maslova

EVOLUTION OF VOCAL SCHOOLS OF UKRAINE

Copulas of genesis and evolution of vocal schools of Ukraine are defined in the article. Definitions of such notions as «vocal culture», «vocal school», «vocal schools» are analyzed.

It is determined that the genesis and evolution of vocal schools in Ukraine create one of the greatest vocal schools in Ukraine. Unity of multiplicity and monism of descriptions of vocal culture of Ukraine is created by that appearance of vocal culture, which can be designated as polyphonic. Research work-up is devoted to the issues of the day of Forming of vocal schools of Ukraine in the context of folk-song tradition, musical salon, opera synthesis, stage, and pop-culture.

It is noted that Ukraine is a certain region in the world which qualifies its vocal school in contrast to Russian, Hungarian and Viennese etc. In Ukrainian vocal school there are regional

centers which are formed according to this or that factor. For example, kobza vocal school which historically was formulated on the territory of Kyiv and Poltava provinces. These schools differ in manner of playing as well as in manner of singing.

It is stated that formation of opera singing in conservatoire centers of Ukraine (Kyiv, Kharkiv, Odessa, Lviv) will be organized from above – organization of conservatoires, which appear approximately at one time (1913), though not always have the name conservatoire. Namely conservatoires give the possibility of permanent musical education which is based on the grounds of involvement of all cultural potential of vocal education.

Opera, salon, ensemble synthesis, which are implemented as factors of institutionalization of vocal schools of Ukraine, gives the possibility of nourishment of vocal space as an integral part of vocal culture. A great groundwork of regional vocal schools of Ukraine generates in the context of culture globalization as inner genre and polysystemic synthesis.

Key words: *genesis, evolution, vocal school, vocal culture, vocal modality.*

UDC 002.2(048):94(477)''15/16''(045)

Y. M. Nikolchenko, M. Y. Anishchuk

MONITORING OF THE INFORMATION FLOW ON THE HISTORY OF THE LITHUANIAN-POLISH PERIOD IN UKRAINE IN DOMESTIC SPECIALIZED PUBLICATIONS

The article deals with the flow of information on the history of Polish-Lithuanian period in Ukraine in the second half of XV and first half of XVII centuries in domestic professional publications «Kiev Antiquity», «Ukrainian Historical Journal» and scientific bulletin «Gileya» for the period from 2008 to 2013. This information flow consists of publications describing the historical, political, economic and cultural processes in the Ukrainian lands during the certain period.

Taking into consideration the growing scientific interest of the contemporary researchers in these events in the history of Ukraine, which actually caused the National liberation war of the Ukrainian people 1648-1658 years, information analysis of articles in the «Kiev Antiquity», «Ukrainian historical journal and Scientific Bulletin «Gileya» gives us the opportunity to trace the frequency of publications of certain issues on their pages for the period from 2008 to 2013.

The monitoring conducted by the authors allowed to outline the scientific interests of domestic researchers in the following areas:

- Political, social and economic systems in the Ukrainian lands in the Grand Duchy of Lithuania;*
- Socio-economic development of Ukrainian lands in the second half of XVI and first half of XVII centuries;*
- Genesis of the Ukrainian Cossacks and the formation of their estates characteristics;*
- Zaporozhye Sech as a center of consolidation of the Ukrainian Cossacks;*
- Cossack uprisings at the end of XVI and in the 20-30s of XVII centuries;*
- Cultural, educational and religious life in Ukraine;*

– Analysis of documents on the history of the Lithuanian-Polish period in Ukraine in the second half of XVI and first half of XVII centuries.

As a result of the conducted monitoring we got an objective picture of the distribution of research priorities on the history of Ukraine in the second half of the XV and the first half of XVII centuries in professional publications «Kiev Antiquity», «Ukrainian Historical Journal» and Scientific Bulletin «Gileya» for the period of 2008-2013 and the considerable increase in the number of publications in 2011, 2012 and 2013 was registered.

The authors assessed the topic distribution of scientific papers, and the structuring of the information flow on the subject of study revealed the major scientific interests of modern domestic researchers of the history of Polish-Lithuanian period in Ukraine in the second half of XV- the first half of XVII centuries. Considering the base index of integration of scientific professional periodicals in scientific communication «Ukrainian Historical Journal» takes the first place, Scientific Bulletin «Gileya» – the second, «Kiev Antiquity» - the third.

Key words: *history of Ukraine, the Lithuanian-Polish period, professional publications, «Kiev Antiquity», «Ukrainian Historical Journal» Scientific Bulletin «Gileya», information flow, monitoring.*

UDC 330.16; 316.72

G. Onishchenko

ECONOMIC CULTURE OF MODERN UKRAINE: RESERVE DEVELOPMENT OR INHIBITION FACTOR?

The article analyzes the nature and content of economic culture in the context of the impact on the development of Ukrainian society. Opens up phenomenon, the structure and function of modern economic culture as an economic category, the relationship of the economy and culture. The necessity of its study and the formation of a new socio-economic and political realities of Ukraine. This article analyzes the definition of the concept of economic culture followed by an attempt to determine its impact on the country's economy in terms of financial, economic and political crisis, as the crisis conditions themselves can be a stimulus for the development of economic culture as such.

Economic culture one of the most important categories, which can be used to describe the social mechanism of economic development. It can be defined as a system of values and motives of economic activity, respect for any form of ownership and commercial success as much to the social achievements aversion sentiment, egalitarianism, the creation and development of social media for business. Economic culture – a special sphere of culture associated with the reproduction of the relations developing between people in the process and about their business. This kind of projection of the sphere of the economy on the world of culture, on the one hand, and on the other – the culture, in turn, is projected on the economy. These two parallel processes have on each other mutual influence. Investigation of the state of economic culture of modern society can serve as a re-evaluation of national development priorities and strategy of socio-economic reforms aimed at improving the motivational attitude to work, monetary wealth, hoarding of various socio-cultural groups.

Thus, the economic culture of modern Ukraine in the conditions of political and economic crisis can serve as a source of economic growth, and its brake.

Keywords: *economic culture, national economic consciousness, economic behavior, work ethic, professional and Specialized knowledge.*

UDC 656.835.91(470) «1941 / 1991»

S. E. Orehova

CHRONICLE OF THE GREAT PATRIOTIC WAR ON THE POSTAGE STAMPS OF THE USSR

The heroism of the Soviet people in the Great Patriotic War, is widely reflected in the postal emissions. Introduced into circulation postage stamps, envelopes, postcards and cards, perform communicative and advocacy functions. They have been an important source of information for everyone, as well as sharp political posters of calling into action; inspire confidence in the victory over the enemy. Every kind of postal material, the release of the war, recounted the heroism of the people at the front and in the rear, reproduce portraits of Heroes of the Soviet Union, recreated battle scenes and battles, many other front-line events and working weekdays rear.

Play an important role and the post-war issues, as well as issues in the years of peace, until the last months of the Soviet Union. Every year, the movement grew under the slogan "No one is forgotten and nothing is forgotten." Collecting and study of postal materials allows studying the history of the Great Patriotic War, to strengthen the continuity of the glorious traditions of the Soviet people and the armed forces, as well as contributed to the patriotic education of the younger generation.

The article presents the classification of postal issues of the USSR entered the posttreatment in the period 1941-1991 years. It's dedicated to the theme of the Great Patriotic War, which gives the opportunity to explore the annals of the events of 1941-1945.

Information opportunities of postage stamps of the USSR due to their membership in the monetary system of the state, they are political and economical documents, source study of economic and political history, material and spiritual culture. Stamps are the carrier of historical information (emblem, image, inscriptions, dates, and numbers). A comprehensive study of all the elements makes it possible to set the date and place, historical causes and the circumstances of their creation, the social importance of the issuance, the ideology of the country, the level of artistic culture, the development of technologies and methods publishing of a postage stamp. Postal issues analyzed in this study, have become his source base and a unique chronicle of the Great Patriotic War.

Key words: *stamp, postal emission, philately, the Great Patriotic War.*

UDC 008:379.8

V. Petrova

VOCATIONAL TRAINING MANAGERS LEISURE INDUSTRY IN MODERN SOCIETY

The article analyzes the modern methodological approaches to training managers leisure industry. To achieve the goal of semantic analysis conducted training courses leading universities of the world, characterized promising forms and methods of teaching in accordance with the purposes of the leisure industry managers; The question students and load distribution of educational material at different stages of the learning process; reasonably logic structuring and presenting educational material.

Defined priority aggregate knowledge, skills and abilities that affect the skill level manager leisure industry.

The specific processes related to learning and professional training managers leisure industry for example, relevant training programs University of Manchester, University of Applied Sciences NHTV, International University distance learning Bircham.

Key words: *entertainment, leisure industry manager, training, curriculum, educational process.*

UDC 792.027

B. Pistunova

SCENOGRAPHY UKRAINIAN MUSICAL THEATER PRODUCTIONS FOR EXAMPLE, "... IN SEARCH OF LOST TIME .. CIRCLE OF LIFE ..." GROUP "BOZHYCHI"

The article analyzes the characteristics of Ukrainian musical theater scenography for example Folklore "... In Search of Lost Time ... The circle of life ..." group "Bozhychi" in theater "Dah" V.Troitskogo. There became the basis for formulating ritual folklore, combined with rituals inherent in Ukrainian folk culture. The destruction of the border between the auditorium and the stage, attracting viewers to participate in the play, the use of authentic clothing and elements of the national cuisine helped create the aesthetic impact on the perception of the audience performances.

It is stressed that the performance of the group "Bozhychi" became an interesting event in the art space of Ukraine. Great events were predetermined by the appeal to authentic folklore and formation of syncretic action, which due to the stage director's godsend and peculiarities of theatre set design favoured the realization of strong effect of aesthetic influence onto the audience. It is undoubtedly that this staging became a landmark of development as theater art as well as musical one.

Key words: *"Bozhychi", "Dah", folklore, theatre set design.*

UDC 7.071.2

B. Popova

**FEATURES VOCAL MANNERISMS AND OUTSTANDING SCENIC IMAGE
POP SINGER EDITH PIAF**

The paper describes the peculiarities of vocal mannerisms and outstanding scenic image pop singer of XX century – Edith Piaf. Demanding much to poetic component of the songs that were included in its repertoire, the singer wanted to perform compositions in which would be a bright musical motif. Every song of Edith Piaf turns into a complete picture or a mini-play. This effect is due to the use of precise gestures that reinforce the aesthetic impression made on listenership.

Key words: song, singer, scenic image, Edith Piaf.

UDC 130:8:316.3

O. V. Popovich

**“THE HUMAN’S ANOMALY” IN THE SPHERE OF CULTURAL
KNOWLEDGE: PHYLOSOPHICAL AND ANTROPOLOGICAL ANALYSIS**

The article analyzes the phenomenon of human anomalies as a social institution, which are built on the principles of harmonious model that captures the interaction of «anomalous phenomena» and society at all stages of the historical development of mankind.

It is stressed that a person’s anomaly as a phenomenon with a relevant display and functions is studied by biology, physiology, psychology, correction pedagogic but in philosophy there still wasn’t fundamental research of the matter of this phenomenon. It is considered that “the advent of the anomaly” in humanistic science was prepared by “the rebellion of the nature in person”, the processes of a wide distribution of antirational ideas and pedagogically oriented psychological practices and the most violent, to our mind, is the feeling of a personal alienation from the society, which was canonized by a postmodern “philosophy”, which declared a binary opposition “hero - weal-minded”. It is marked that namely philosophical approach which presents a complex view of personal anomaly as social and cultural phenomenon that presents psychic, anatomic, physiological and mental difference of a person, which differ him from the generally accepted in a certain community view onto the norm. The level of a cultural perception of a person’s anomaly is defined by social and cultural practice, which by its action can be integrated, subject to repression; integrate the informant of the anomaly. The culture of the community is defined by model of the attitude to the informants of the anomaly, which it suggests and realizes.

Key words: anomaly, abnormal phenomenon, people Mith special needs, compensation, society, globalization.

UDC 008:24:34:39:94(477)

V. A. Radzievskiy

INFRASTRUCTURE OF MODIFICATION OF OBJECTS: RESONANT CONTEXT

The body of cultural studies and body infraculture is analyzed in the article. Special attention is paid to the peculiarities of infraculture of body modification. Body of cultural studies is viewed as an integral part of culture and existence. In particular, the author touches upon the issues of the study of modern infracultures in the context of problems subculture paradigm subculture theory in the postmodern discourse. It's defined that infraculture the body is a very complicated phenomenon than body itself. The infrastructure of modification of the body is the wide range of all that is done (and could be done) with the body, with all its substantial corrections, reconsideration (valuable, world-view etc.). Here could be simple, complex and very complicated modifications: from cosmetic modifications to highly similar transmutations.

It is stressed that nanotechnologies of today and other "miracles" of the science puts a question about transformations of the body. Artificial technical improvement of the body is not only aesthetic and ethical problem. There appear questions about appropriateness of the notion "infraculture" up to the sphere of separate subjects and their attributes on the example of "transformed" body (bodybuilders, victims of plastic surgery, different transformers of body etc.). It's singled out that traditional (simple, settled), ordinary (complex) and extraordinary (special) modifications of bodies. This division could be taken for ground variants of different transformations of the body.

Traditional (settled) modifications are namely modifications in historical retrospection (wigs, tattoos, cosmetic mode etc.). Usual (complex) modifications are mostly those that we observe in modern displays (different face lifting, partial its grafting and separate organs etc.). Extraordinary modifications are those that are in the state of its origin and are not numerous but attract more attention and interest (changing or adding of organs or parts of the body with the help of new technologies). The further perspectives of new modifications of bodies and their infracultures are in future.

Key words: *culture, infraculture, cultural study, body, body infraculture, infraculture of body modification, body beauty, aesthetics.*

UDC 784.087.68(477.46)

N. L. Regesha

THE ROLE OF THE CREATIVE GROUNDWORK OF THE NATIONAL CHOIR FROM CHERKASSY IN THE DEVELOPMENT OF THE NATIVE FOLKLORE SINGING CULTURE

The creativity of the winner of the State award of Taras Shevchenko – Cherkassk Academic Ukrainian National Choir is analysed in this article. In chronological sequence the main stages of its scenic work are defined, work of artistic directors and leading soloists of different years is allocated. Value of activity of chorus in the sphere of development and preservation of domestic culture is

analysed. It's pointed out that the organization of a National Choir in Cherkassk is directly connected with the formation of a regional Philharmonic of the same name in 1955 which became the main musical center in the region.

It's stressed that a national choir in Cherkassy is a unique phenomenon in the sphere of spiritual and cultural way of life in Ukraine. This creative staff integrated melody, spirit and word of Ukrainian song folklore and during its artistic life enhanced the highest level. With the first years of its existence the choir approved itself as an original, unique musical community that gets its inspiration from the authentic sources, enriching it with classical art. Under the conducting of the Honoured Art Worker Leonid Trofimenko the National Choir in Cherkassy provides new concerts striking with high skills, devotion to artistic work, implementation of national Ukrainian traditions on Ukrainian stage and abroad. Selfless service of people in Cherkassy to the chosen work, their desire to reflect in musical images unrepeated gorgeousness of Ukrainian song folklore undoubtedly require further research in monographs and collective works which are dedicated to the study of domestic choir art.

Key words: *Cherkassk national choir, Cherkaschina, song folklore, authentic.*

UDC 7(477):929 Kavaleridze"1887/1978"

G. P. Sinko

LIFE AND CAREER BY IVAN KAVALERIDZE

Article highlights life and career of famous sculpture, movie director and playwright I. Kavaleridze. Analyzed his innovation in sculpture, experiment in the movie, performance delivered in theaters of Ukraine.

The article highlights the achievements of outstanding sculptor and filmmaker Ivan Kavaleridze drama. The article analysis plays and performances in theaters in Ukraine put on dramatic works of the artist.

Creative way Ivana Kavaleridze (1887-1978) it coincided with the time, which requires the development of new approaches and methods for the study, search for new forms of perceiving the world, mastering the material of art whether in the cinema or the sculpture. Historical transformation and transition from realism XIX century allow us to re-evaluate the contribution Ivana Kavaleridze to national and world culture art. This requires new approaches and methods for studying his creative works. I want to stay on contemporary experimental films, sculptures. He use imagery in film art sculptures and combines it with sculpture constitution. Although inherently different art, artist tries to combine, merge into something unique. Master skillfully intertwined in the history of the Ukrainian national cinema and were fruitful in its growth. These experiments have left their mark. Referring to the works of the artist, I want to show the way of its formation and development.

Key words: *I. Kavaleridze, creation, movies, sculpture, scenarios, dramaturgy, theater and performance.*

UDC 392.1(477)

A. Tkatch

WOMEN'S IMAGERIES IN UKRAINIAN CHAIDBIRTH RITUALISM

The article offers the comparative analysis of maternity rite is carried out with expression comparative composition of womanish appearances and opening of their structure.

It is confirmed that new women's images in parturient ritualism were formed depending on: from ritual event which was performed by a woman while childbirth; local peculiarities; magic and protective actions of a woman in childbirth and a child and sacrificial rituals of Ukrainians. Namely in parturient ritualism of Ukrainians there united the elements of national experience, as well as superstitions and magic actions which are reflected in architectonics connotative women's images.

Key words: domestic rite, maternity rite, ceremonies, woman, baba-povitukha, appearance.

UDC 392.3(477)

O. Furduchko

THE MORAL RELATIONS' CULTURE IN THE UKRAINIAN FAMILY

The article highlights the culture of the moral relations in the Ukrainian family, which is inherited in love and mutual respect between the spouses; the desire to educate their children on the principles of the universal morality; the ideological feedback and spiritual heredity of the generations; the demanding parental love, the respect for parents and elders; the realization of the moral and aesthetic needs of all family members. The customary law – the system historically produced and sanctioned by peasant environment among a large part of the unwritten norms and beliefs about the behavior and relationships of the people in different areas of their life was the important factor in the culture of the moral family relations in the Ukraine. The traditional morality required a conscientious attitude to the family rights and responsibilities and the constant care of the development of the family relations on the basis of the mutual love, respect, friendship and mutual assistance.

Key words: culture, morality, common law, moral relations, the Ukrainian family.

UDC 745. 52: 069 (477. 53)

E. G. Kharkovina

THE ART OF CARPET MAKING IN POLTAVA REGION. TRADITION AND MODERN TIMES

The research is based on archival documents, scientific publications, articles, collections rugs placed in Poltava Regional Museum considered and artistic and stylistic analysis, composition and technological features making carpets of Poltava region. There highlighted the differentiation of rugs and major importance of symbols and symbolic systems of a number of ornamental art that preserved specimens carpets arts of Poltava.

There clarified the influence of traditional ornamental motives of carpet-making on the formation of stylistics and character of ornaments of a modern carpet goods.

It's stressed that a specificity of carpet-making of this region is conditioned by geographical and climatic factors of the Eastern part of Ukraine. Moderate climate, early sunrise and sunset, forest-steppe zone – these natural conditions define typical fro ornaments in Poltava smoothness and naturalness of stylistic forms, impart a certain meaning into each carpet. That's why the character of ornamental motives and the way of filling of a carpet cloth is conditioned by mental, psychological and emotional perception of natural peculiarities of Poltava region. In it's turn the phenomenon of Poltava carpet needs further investigation.

Key words: *carpet, ornament, Poltava, weaving, Ukraine, weaving carpet.*

UDC 168.522

S. M. Kholodynskaya

M. SEMENKO'S CONCEPTUAL GUIDELINE: PROBLEM DEFIFNITION

The personality of Mihal' Semenko (1892–1937) has drawn the scrupulous attention of scholars in recent years. It is directly identified with poetic model of Ukrainian futurism that was vividly representes in the creative work of this master. Apart from the analysis of M. Semnko's heritage, the scientists' interests are considerably linked to comprehension of this creator's place in the Ukrainian cultural formation process at the beginning of 20th century. It is that which has brought up to date the issue of the attitude of poet's contemporaries, outstanding representatives of this culture, to his artistic searches and research.

In the article “Aesthetic context of M. Semenko's futuristic poetry: from “Prelude” to “Excitation” the author partly considered this issue emphasizing on “global” critics towards this Ukrainian futurist from the M. Voronoy's side that has become of some axiomatic character in recent scientific research. Meanwhile, the author noticed the fact that outright negative attitude to the creative work and conceptual ideas of M. Semenko was shown by some creators as well as entire artistic groups, main ideologists of ‘Ukrainian Knata’”

M. Yevshan and M. Sriblyanskiy, in particular.

Repudiating the M. Semenko's creative work, his opponents mainly articulated two points – aesthetic and socio political – which gave them considerable possibilities to ground their negative views.

The author of the study analyzes the critics of M. Semenko's creative heritage relying on the S. Pavlychko's and Ya. Savchenko's works and comes to the conclusion that it is only time factor that gives the opportunity to see one or another poet's work in proper perspective, considering it either artistic phenomenon or a short-lived thing. In the same way, it is only the time factor that allows to define adequate criteria for estimating any creator's work. In M. Semenko's case it means the chance to make aware of his achievements and failures within the process of self-realization which, undoubtedly, were the contribution to Ukrainian cultural and artistic space in spite of all contradictions.

The subject of this article is actual singling out of two important aspects of M. Semenko's creative work: phenomenon of destruction and author art model. In the author's opinion, these issues in poet's work are closely interlinked which in fact, caused revolutionary and, at the end of the day, aggressive affectedness of his ideas.

According to M. Semenko's logic, pan-futurism should continue destructing and deepen it to the full extent, to the complete decomposition of atomic structure of each kind of art. Author's art model is built up strictly hierarchically, where poetic, or precisely artistic poetry as its future modification, is in the centre.

Actually, he inherited the Arthur Schopenhauer's hierarchical principle underlying his study of art model system, i. e. acceptance of music priority and declaration it as a meta-art. M. Semenko also gave exceptional status to poetry That opened possibilities for the full realization of pan-futurism principles, in such a way, being considered as meta-art. The creators' positions were different in one point - Arthur Schopenhauer's conclusions were based on thoretical basis, M. Semenko's conclusions were mostly relied on his practical experience, gradually acquiring conceptual decoration.

Ukrainian futuristic movement is known to be declared as aesthetic and artistic phenomenon in the 1910s. It began its practical and theoretical functioning in the sphere of painting. Its outstanding representatives were O. Bogomazov and D. Burlyuk. Thus, the

M. Semenko's idea of 'artistic poetry' was based on real ground, i. e. artistic breakthrough of Ukrainian painters who shaped Ukrainian futurism, on the one hand, and own achievements, on the other hand. That defined 'hierarchical specificity' of his author art model.

At the same time, the prospective opened before 'artistic poetry' stimulated M. Semenko to more active practical and, first of all, theoretical search that corrected and perfected art model as well as to the creator's studies of general aesthetic problems which should be the subject of this author's further research.

Key words: *kinds of art, phenomenon of artistic poetry, destruction, Ukrainian futurism, avant-garde, specific art difference, art synthesis.*

UDC 323(477):316.7

M. I. Shevchenko

IMPERATIVES CULTURAL POLICY OF MODERN UKRAINE

The article is based on the assumption that the implementation of cultural policy within multicultural states should be given a cultural diversity, the attention is drawn to the necessity to clarify the priorities of the cultural policy of Ukraine, developing mechanisms to ensure equal access to cultural values, creating a favorable situation to play cultural potential of the country; the lack of fundamental developments of Ukrainian scientists is also marked on cultural policy and disadvantages of its implementation.

It is established that a cultural policy is a complex way of influence onto the social and cultural process that includes a system of governmental administration of infrastructure in the sphere of culture as well as public initiatives, entrepreneurial activity that are related to it. Interaction of these subjects of cultural policy should be based on the agreement of other interests, instructions on purpose according to the aims of the development of a civilized society.

It is stressed that the perspectives of Ukraine in ensuring of defining cultural diversity on the institutional level depends on the common circumspect actions from the part of different subjects which take part in the formation of strategy of real changes in the sphere of cultural policy. They say about the guaranteeing equal rights to all citizens of the country (social validity), the understanding and esteem of ethnic and cultural diversity. These principals fully reflect in the sphere of policy of

cultural diversity, which gives possibility to consider cultural policy as the basis for a strategic development.

This approach to the context of governmental policy comes to namely informational, educational, financial and juridical activity that provides the formation of civil culture considering interests of all members of the society. This motivates to scientific understanding of questions that are marginal for sociology of culture, theory and methods of social and cultural policy, sociology of leisure and mass activity.

Key words: *culture, cultural policy, cultural values, cultural diversity, multiculturalism.*

UDC [378.016.80]:33

M. Yakubovska

THE INTERCONNECTION OF A MODERN INTELLECTUAL LITERATURE. THE BASIS OF FORMATION OF THE “CONCEPTION OF COMPETENCE” AS A FUNDAMENTAL BASIC OF A CULTURAL APPROACH IN PEDAGOGIC INNOVATION OF A MODERN PEDAGOGICAL EDUCATION (O THE EXAMPLE OF THE WORKS BY VYACHESLAV MEDVED’)

It is established that the using the works by Vyacheslav Medved’ in the paradigm of a modern professional education will help the formation of professional cultural competence of students that is a very important aspect of professionals’ training in cultural way in the educational process, in the basis of which is the upbringing of friendship and mutual understanding between people and nations as well. Natural connection of professional and personal development is a typical feature of modern pedagogical innovative processes.

There presented the mine aspects of training in positions and cultural approach to teaching, the formation of cultural environment in today's student team and bring friendship and understanding to facilitate the formation of professional speech competence of students of technical schools in the example of the work of Ukrainian writer Vyacheslav Medved’.

Keywords: *formation of professional speech competence formation of cultural outlook, education cultural student community, works by Vyacheslav Medved’.*

SOCIOLOGY

UDC 316.62

N. S. Skok

THE MAIN FEATURES SOCIAL PORTRAIT OF FIRST-YEAR STUDENT

The article presents the review of the institutions of higher education orient to the interests and needs of young people as the main consumers of educational services, they also actualize their research value and motivational priorities. There analyzed the basic motivational components entering the university, value preferences of students, identified the major substantive and organizational features of social portrait of the first-year student.

There paid attention to the fact that the choice of a future profession by each 6th university entrant is made at the time of writing an application and giving documents, that is university entrants don't have clear professional instructions. Such tendency shows a great number of situational choices and the necessity of reinforcement of consultation work of the teachers and at the same time distribution of advertisement of High School Institutions in the Internet which is considered the most widespread source of getting information for a modern youth. Taking in the account of a spontaneous choice of the profession will let to take away the keenness of disappointment from a chosen profession and show the necessity of an intensive activity on all the stages of education considering the content of the profession, specialties with the aim of formation of a steady positive attitude to profession.

It is stressed that the basic capital of a modern society is a person who is capable to master new knowledge that is why the majority of questioned people consider that high education is necessary, more over the majority supports the idea that a man has to learn the whole life without the exception of getting a second high education. In general the respondents have the tendency to education because they consider skills and the desire to become a professional are the most important things realizing in profession. They also consider family, health and friends are the most valuable things in life. Also a considerable part of respondents has a desire to support existing traditions in High School Institutions and is ready to take an active part in the life of University. It is marked that there observed a general positive mood among first-year students concerning their personal life in general and their professional realization in future.

Key words: *students, educational services, motivation entering the university, social portrait student.*

UDC 316.28:316.723

B. V. Sliushchynskyi**THE EFFECT MADE BY ETHNIC STRUCTURE OF UKRAINIAN
PRYAZOV'YE ON ECONOMIC AND PROFESSIONAL STRUCTURE OF THE REGION**

The dependence of economic and professional structure of the region on the ethnic structure is under analysis in the present article. Considering the multinational composition of the population of Ukrainian Pryazov'ye, the author reveals the specifics of each ethnic group, the existence or absence of the conflict between ethnic groups, characteristics that influence the choice of future profession, the place of employment and effectiveness of cooperation with other ethnic groups who are involved in the joint work. The author concludes that a specific combination of mental traits of all ethnic groups is being created in the region. It resulted in the creation of «pryazovskiy» type of social ethos that defines industrial and economic structure of the region.

Key words: *ethnicity, ethnic inequality, ethnic structure, the specific combination of mental traits, «pryazovskiy» type of social ethos.*

UDC 364

O. A. Tashkinova**THE EFFECTIVENESS OF GIVING SOCIAL SERVICE OF THE FIRST JOB
PLACEMENT TO YOUNG UNEMPLOYED EXPERTS: THEORETICAL AND
METHODOLOGICAL ASPECT OF ANALYSIS**

The article covers the analysis of the effectiveness of giving social services of a primary job placement to the graduates of High school and vocational schools (unemployed young specialists) of the centers of employment, objective and subjective factors that influence onto the process of their employment, development on technologies of lowering social risks in the sphere of employment on the example of employment centers.

It's established that a national system of social services to vulnerable groups of population is in the period of formation of basic priority ways of further development. Namely in terms of economical crisis and unstable development of our society there is a necessity of qualitative and effective social support of economically active population in the form of social services of job placement, firstly unemployed young people.

Giving qualitative and well-timed aid in job placement and effective social interaction between the supplier and customer of the service is aimed on to the formation of social activity of young people which is a very important condition for vertical mobility and lowering of social vulnerability of young people. A special meaning has the growth of effectiveness social services in job placement of unemployed young people in terms of employment centers. A provided sociological research lets to work out ways of increasing the effectiveness of this activity.

Key words: *social services, efficiency, social efficiency, primary employment.*

REVIEWS

J. S. Sabadash

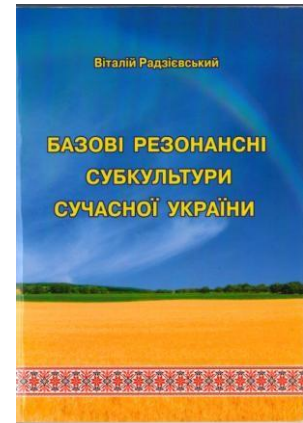
The Review for the Edition:

Radzievskiy V.O. Basic Resonant subcultures of the Modern Ukraine: monograph / V.O. Radzievskiy. – K.:

There has been analyzed the monograph “Basic Resonant subcultures of the Modern Ukraine” of the candidate in cultural studies by V.O. Radzievskiy. There has been pointed out that basic resonant subcultures of the modern Ukraine were not the subject of a separate complex research but in modern Ukrainian and world science more and more often the attention is given on the cultural variety, a considerable part of which are subcultures. Complication of social and cultural structure of a new social process and events, transformations of old forms, new understanding and giving new meanings to already known notions, that’s why subculture is already not a deviant and marginal notion, as half of the century ago but an important pattern in cultural studies.

There marked that the theory of subcultures, which could systematize and integrate different groundworks may take an important place in cultural studies.

The materials of the monograph has a certain value for the further development of cultural studies, sociology, history, philosophy, jurisprudence, pedagogy, psychology and some other social and humanitarian disciplines, which describe and research subcultural domain of Ukraine.



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