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Conditions for Development of the Socio-cultural Level of Personality in Today's Ukrainian Society

Ivan S. Bakhov, Interregional Academy of Personnel Management, Kyiv, Ukraine.

Elina B. Boichenko, Institute of Economic and Legal Studies of the National Academy of Sciences of Ukraine, Ukraine.

Nataly O. Martynovych, Institute of Economic and Legal Studies of the National Academy of Sciences of Ukraine, Ukraine.

Tamara V. Nych, Interregional Academy of Personnel Management, Kyiv, Ukraine.

Tetiana V. Okolnycha, Volodymyr Vinnychenko Central Ukrainian State Pedagogical University, Ukraine.

Abstract--- The existing conditions for reproduction of cultural development of a country's population should be considered as one of the important factors of its economic and social growth. Conditions for cultural development of society combined with other components of social life of society create a synergistic effect able to intensify economic activity. The influence of the socio-cultural level of personality on his/her development in today's Ukrainian is due to different factors and conditions. Analysis of the conditions for reproduction of the cultural level of the population allows identifying cause-and-effect relations between the existing network of cultural institutions and cultural development of society and establishing general and individual trends and patterns taking into account their national traditions and socio-economic specifics. Fluctuations in the time series of the amounts of financing and indicators characterizing the activities of the sector, as well as spiritual needs of the population serve as symptoms of changes in reproduction of the conditions for cultural development of society. The conditions for cultural development of the Ukrainian population were quantified based on the results of the research conducted.

Keywords--- Culture, Sociocultural, Personality, Personality Development, Society, Conditions for Cultural Development, Spirituality.

I. Problem Statement

The growing functional role of culture in ensuring economic and social progress of society, enhancing their significant impact on the individual and society is an important factor in social changes. Transformation of education into one of the governing socio-cultural factors of the information society – "knowledge society," "education society" – needs appropriate changes both in organization of the national education system (secondary and higher) and in the content, methods and forms of the educational process.

The beginning of the new millennium inevitably leads scholars of the world to searching for new philosophical priorities and models of life that would suit the type of globalized society of the 21st century. Foreign and domestic researchers and scholars are convinced that in the new millennium the key to the survival of humanity lies in the need to seek agreement and mutual understanding between different cultures, peoples, and the acceptance of their deep-rooted civilizational differences.

It can be believed that cultural development of society in Ukraine occurs at two levels – within the country as a whole and in the territory of each individual region. It should be noted that creation of conditions for reproduction of cultural development of society within the country as a whole is impossible without appropriate public policy, programs and support facilitating development of spirituality and strengthening the moral foundations of society, patriotic upbringing, formation of a healthy lifestyle etc. Thus, the stated objectives, principles and priorities of Ukraine's cultural policy define culture as one of the main factors of national renascence, overcoming socio-ecological and political crisis, preserving the national identity of Ukrainians and national minorities inhabiting Ukraine.

At the regional level, conditions for reproduction of cultural development of society have their specific (regional) features, which is due to national, ethnic, climatic and geographical peculiarities of a given territory. Creation of conditions for cultural development of society at the regional level is based on combining local (territorial) specifics with nation-wide trends.

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In view of this, **the purpose of the article** is to identify the features of the influence of education and culture in the axiological dimension on development of society as important factors of socio-cultural progress. To this end, we will consider and characterize the peculiarity of the influence of culture on development of the socio-cultural level of personality in today's Ukrainian society and identify the conditions for and current trends of their manifestation.

II. Methods

The research involved using a mix of methods that became the blueprint for studying organizational aspects and procedural and semantic components of development of the personality's socio-cultural level, namely:

- Historical-genetic method allowed to structure accumulated educational thought, analyze the socio-pedagogical, political, and economic conditions for development of the socio-cultural level of personality;
- Comparative or comparative-semantic method made it possible to identify the organizational and procedural-semantic aspects of development of the personality's socio-cultural level;
- Paradigmal method ensured analysis and comparison of the innovation processes, stated objectives, principles and priorities of Ukrainian cultural policy, gave an opportunity to identify the grounds for transformation of the cultural paradigm of Ukrainian society subject to public policy, programs and support aimed at developing spirituality and strengthening the moral foundations of society.

In order to identify the phenomena and processes affecting reproduction of cultural development of the population, we use the following method: lines of development → properties → signs → symptoms → diagnosis.

III. Academic Literature Review

Contemporary science considers the essence of the concept of "culture" as controversial. There are many definitions of it. The term "culture" is one of the commonest philosophical concepts. It is used in the political lexicon and social and political journalism, in the field of spiritual life and in everyday living, when analyzing artistic phenomena and in philosophical studies. Specialists take different, quite often opposite stands on defining this term. Its first definitions date back to 1871 and are associated with the name of English scholar Edward Tylor(2016).

There are many such definitions now. In the 1950s, American cultural studies scholars Alfred Kroeber and Clyde Kluckhohn (1952) mentioned 164 definitions of the concept of culture and about 100 attempts to theoretically underpin culture (Weaver, 2005).

Twenty years later, French cultural scientist Abraham Moles refers to as many as 250 versions of the definition of culture. They are about 500 in modern philosophy. This fact indicates that researchers have paid close attention to cultural issues and at the same time lacked consensus on interpreting cultural issues.

The authors support the opinion of M.M. Maliovanyi and believe that culture should be understood as a process of emergence, interaction, change, preservation and transfer (inheritance) of historically specific modes of activity in various spheres of public life, during which development of human forces and relations, as well as of man himself as a social object and an object of activity takes place, which is expressed in all the richness and diversity of the physical reality created by people in the totality of products of human labor and thought (Maliovanyi, 2011, 158).

We define "culture" in a broad sense, referring primarily to culture in the anthropological sense of everyday social norms, ideas and identities determining the significance of social interactions of an individual and society rather than to "art" or so-called *high* and *low* culture.

M. Zhurovskyi considers education and culture as important factors of fundamental changes in social development from the point of view of educational philosophy, I. Bakhov explores the dialog of cultures in today's globalized world combined with multiculturalism(Bakhov,2014); M. Marchuk investigates the axiological component of cognitive activity and identifies the prerequisites for creating values-based potential of knowledge(Marchuk,2011); L. Saranytska unveils the specifics of humanization of education as a need of the time and defines the fundamental tenets of humanitarian cognition, M. Bauer characterizes the value aspects social consciousness formation. I. Andreyko explores the specifics of the influence of education and culture on personality formation in the context of the contemporary realities of globalization (Andreyko,2009).

Outstanding American futurist A. Toffler notes in his famous book "Future Shock" that social changes occur so quickly and radically that they shock man who loses insight into the meaning of life, basic values, and world outlook. And indeed we witness a new turn of history, a wonderful transformation of society, all-round changes of

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all forms of social and individual existence(Toffler, 1999).The influence of socio-cultural level on personal dimensions was studied by F. Pelicci(Pellicci, et al. 2015).

Cultural facilities designed to reproduce the cultural level of the population include a network of cultural establishments, which represents a complex of state- and communally owned enterprises, institutions, organizations and establishments of culture, the purpose of which is to create conditions for reproduction of cultural development of the population. These establishments embrace health, cultural, educational, physical culture and sports, and public service facilities, cultural heritage sites, recreation centers, boarding houses; cultural entities represented by natural and legal persons carrying out cultural activities or exercising their powers of authority in the cultural sphere; cultural policy institutions designed to study legal, economic and social problems of the cultural sector, forecast its development, model cultural policy, develop recommendations for the authorities and governing bodies, legislative and regulatory solutions for the cultural sphere; and relations and ties in the area of culture.

It is important that cultural activity in Ukrainian society is aimed at creating conditions for ensuring development of human creativity, collecting, preserving, using and disseminating information on material and spiritual cultural values, scientific research results, as well as ensuring the integrity of the cultural area of Ukraine, accessibility of the national cultural heritage, and respect for the rights of citizens in the cultural sphere(Law of Ukraine, 2011).The purpose of this activity is to introduce such socio-cultural values as national cultural renascence, raising the educational level, widening the cultural outlook etc.

When assessing the impact of culture on development of society, it is important that all components of cultural infrastructure are an integral part affecting the formation, existence and development of other life forms of the population.

It is important to note that the distinctive feature of reproduction of the cultural development of Ukrainian society consists in the increasing role of the information domain in its formation. It is undeniable that contemporary society is based on the widespread use of information and communication technologies covering all spheres of human life and activities. It can be exemplified by culture and arts. In the context of society digitalization, access to and dissemination of knowledge about the world, including Ukrainian, cultural heritage is simplified (Boychenko,2019).

In order to understand the structure of this study, the authors deem it advisable to note that the term “culture” is a rather multifaceted category. This is due to the existence of numerous varieties of cultures. The economic, social, political, information and other types of culture can be cited as examples.

According to Ukrainian scholars O.P. Krupskyi and Yu. M. Stasiuk, economic culture, which represents the most important component of general culture, reflects economic experience gained by previous generations of people and used in contemporary economic life. Economic culture accumulates norms, rules, images of past economic behavior, selects them removing those that no longer meet the new conditions; transmits, translates these “selected” rules and samples from past generations to current ones (through mechanisms of socialization); at the same time, many new patterns of economic culture and economic behavior emerge in the new, contemporary context (innovative function) (Krupskyi,2012, 57).

Scholars emphasize that the phenomenon of economic culture covers various segments of the economic form of social development (Economical culture, 2008).

This idea confirms the existence of such varieties of economic culture as consumption, management, organizational, corporate, professional, work culture and others. Thus, economic culture as a system of values, norms, meanings related to economic activity, which takes shape and develops together with society is, on the one hand, an important factor in the renewal of the economy, and on the other hand -- one of the most important components of the mode of life in various human life spheres(Pylypenko,2011).

Social culture based on the culture of social interaction represents relations that are formed in society and realized through social institutions and determined by the values and ideals governing people’s behavior in society (Kononenko2003).

O. Kostenko argues that social culture of an individual provides a basis for social progress of any society. According to him, “… there is a direct logical connection between the level of social culture of citizens and their state of life. So, people's lives can only be changed for the better by developing their… culture”(Kostenko2009, 17).

Political culture is interpreted through a system of ideological and social values as a state of self-consciousness of society, a set of social norms, an element of culture and politics and so on. Ukrainian scholars view political

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culture as a set of views, beliefs, orientations and patterns of behavior that determine people's attitudes to the political form of society development, the level and orientation of their political activity (Vnukova, 2002).

L. Nahornabelieves, that political culture determines the level of civilization of society, culture of political thinking and political communication, culture of behavior of politicians and the population as actors in the political process (Nahorna, 2009). Being a unity of socio-normative components of consciousness and behavioral stereotypes, political culture imparts integrity and integration to the political form of life.

Information culture of society relies on involvement of the most modern information media and information and communication technologies. It reflects the attained level of organization of information processes in society and the degree of effectiveness in creating, storing, processing, presenting and using information, which ensures a holistic vision of the world, its modeling and predicting results of decisions made by an individual (Kolomiyets, 2011).

The essence of information culture lies in the willingness not only to use the latest advances in information engineering but also in the ability to perceive new information. Yu. Branovskyi describes information culture as a certain level of effectiveness in creating, storing, processing, transmitting, collecting and using information, which ensures a holistic vision of the world and foresee the consequences of decision-making (Povidaychyk, 2009).

Culture is a complex entity that includes high culture (culture proper) and low culture (mass culture), the boundary between these two categories being somewhat uncertain. As D. Weaver points out, this kind of delimitation of culture in the literary world first appeared in Plato's time (Weaver, 2005).

High culture includes, in particular, traditional arts, literature, music, prevailing values, attitudes, and philosophical systems peculiar to certain elite groups. High culture is directly related to the core values of the dominant or elite groups in a particular society. Mass culture covers popular arts, literature, popular music, fashion, images and symbols etc. Since high culture, according to A. Jones, is more complex and sophisticated, only elites are able to understand its importance and appreciate it(Jones, 2013).

IV. Results and Discussion

In contemporary Ukrainian society, the concept of "sociocultural environment," which is adequate to the modernization conditions and allows characterizing this process, should be analyzed. The composition and structure of such an environment are conditioned by:

a) The socio-linguistic structure of society;
b) The socio-linguistic situation;
c) The peculiarity of the sociocultural linguistic situation;
d) The new structure of the transforming culture;
e) The historical traditions of the linguistic relations of the indigenous nation with other ethnic groups;
f) Change in the cultural context and living environment; and
g) Values-based orientations and social attitudes of society.

In our opinion, the salient features of integrative processes in the sociocultural sphere include:

- Building cohesion related to intensification of processes of national cultural identification;
- Agreeing and bringing to the established norms of behavior regulation;
- Increasing coordination of interaction in response to external destabilizing effects;
- Normative values-based consistency of behavior in critical situations; and
- Susceptibility to programmable regulation and programming of cultural (including ethno-linguistic) processes and their support.

In adaption of an individual to linguistic changes, the main component of the socio-cultural environment, namely the mentality of a nation and ethnic groups that are part of the population of the country, should be taken into consideration.

The purpose of analyzing the conditions for reproduction of cultural development of the population is to identify certain trends in the general system of providing cultural services, on the basis of which cultural formation of society occurs. The result of such analysis is to assess the state of conditions for cultural development, identify the causes of a departure from standard indicators, and forecast trends in this development.

The object base of the research is represented by cultural development of the population as a process of emergence, interaction, change, preservation and transfer (inheritance) of historically specific modes of activity in various spheres of public life, during which development of human forces and relations takes place.

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Analysis of the conditions for reproduction of cultural development of the population should be considered as a study, whose main tasks are to:

1) Detect and identify problems of change in the structure of cultural institutions;
2) Identify changes in the activities of cultural institutions;
3) Detect problems of change in the characteristics of cultural development of the population and the cause of their emergence; and
4) Prevent negative trends in the processes of formation of the cultural level of the population.

Analysis of the conditions for reproduction of the cultural level of the population allows detecting cause-and-effect relations between the existing network of cultural institutions and cultural development of society and establishing general and individual trends and patterns taking into account their national traditions and socioeconomic specifics.

Using the system approach to analysis of the conditions for cultural development of society is based on the need for a comprehensive study of each component determining the cultural level of the population (Fig. 1).

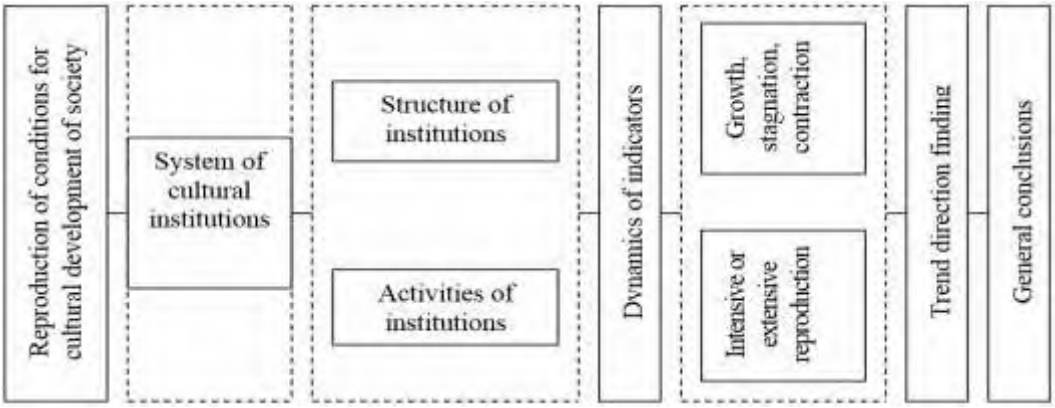


Figure1: System Approach to Analysis of the Conditions for Cultural Level of the Population (Compiled by the Authors)

It is advisable to suggest the following sequence of stages in analyzing reproduction of the conditions for cultural development of the regional social medium:

1) Identification of trends in changes in financial support for cultural institutions: volume of expenditures, share of expenditures on culture and arts in the total expenditures, total budgetary expenditures for culture and arts per person, and accounts payable. The current funding model for culture and arts is based on the fact that services in such areas as culture, arts, information resources, sports and recreation are provided to the population using resources of the national and local budgets; funds from business activities, delivery of paid services; grants, charitable contributions, voluntary donations from individuals, legal entities and other sources not prohibited by legislation (Law of Ukraine, 2010);
2) Establishment of the structure of cultural institutions, which include theaters, philharmonic societies, television and radio broadcasting organizations, film distributors, publishing houses, museums, libraries, club-type cultural establishments, circuses, amusement parks, out-of-school establishments for aesthetic education and leisure of children and youth, the function of which is to provide cultural services to the population with a purpose of its all-round development;
3) Establishment of changes in consumption of cultural services by the population based on studying the number of visits to theaters, concert halls, museums and cinema shows; the number of libraries, club-type cultural establishments and seats in cinemas, book stocks of libraries;
4) Assessment of the degree of accessibility of cultural and educational institutions;
5) Identification of the specifics of the population's way of life in the context of reproduction of its cultural level;
6) Establishment of the direction and rate of change in relevant indicators characterizing reproduction of the conditions for cultural development of society; and
7) Establishment of a diagnosis of reproduction of the conditions for cultural development of society.

The conditions for reproduction of cultural development of the population are assessed based on statistics reflecting the evolution of the phenomenon under study over time. Dynamics of indicators are displayed at specific

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dates (moments) and at regular intervals. Studies are conducted using the index and equalization methods, methods of time series and dynamic models. Dynamics is assessed through such indicators as absolute growth, growth and accession rates, and absolute value of the percentage increase.

In order to identify the phenomena and processes that affect reproduction of cultural development of the population, we apply the following procedure: lines of development → properties → signs → symptoms → diagnosis (Table 1).

Table 1: Main Characteristics of Possible Directions of Reproduction of the Population's Cultural Development

Lines of development	Properties	Signs	Symptoms	Diagnosis
1	2	3	4	5
Negative trend	It is indicative of a problem situation in cultural development of society	Cuts in expenditures on education and culture, reduction of free socio-cultural services, contraction and destruction of socio-cultural infrastructure, sharp reduction of spiritual needs of the bulk of the population	Actual danger	Cultural crisis. Constraints on cultural development of the population. It is characterized by such phenomena as contraction of the network of cultural institutions, decline in their authority, and attenuation of attendance intensity. Such developments lead to destruction of cultural and spiritual values in society
Neutral trend	It gives an idea of a situation in which dynamics of the main indicators characterizing cultural development has remained practically unchanged during the researched period	There are no changes, both positive and negative	Remission	Static development. A situation, in which the conditions and directions of the processes of cultural development of the population have not changed significantly
Positive trend	It is indicative of the existence of positive phenomena and processes	Intensification of the processes aimed at convergence and interpenetration of cultural, educational and social spheres of public life	No danger	Dynamic development. A situation, in which running of the processes of cultural development of the population under the influence of favorable conditions leads to increased socio-cultural creative activities of various categories and groups of the population; enrichment of cultural initiatives through development of nongovernmental associations, clubs, diversity of types and forms of artistic creativity; development of the leisure and entertainment industry; patriotic upbringing of youth, which is recognized as the main component of national upbringing

(Compiled by the authors)

Fluctuations in the time series of the amounts of financing and indicators characterizing the activity of the sector, as well as the spiritual needs of the population, serve as symptoms of changes in reproduction of the conditions for cultural development of society. To identify the direction of changes in reproduction of the conditions for cultural development of society, the following gradations of the quality state are distinguished: growth, stagnation, contraction. The following types of direction of change in indicators are distinguished for diagnosis establishment: positive, negative and neutral trends.

The research conducted yielded the results of quantification of the conditions of the Ukrainian population's cultural development presented in Table2.

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Table 2: Results of Quantification of the Conditions for Reproduction of the Ukrainian Population's Cultural Development (for the Period 2010-2017)

Indicator	Trend model	Trend direction			Symptom	Diagnosis
		contraction	stagnation	growth		
1	2	3	4	5	6	7
Total budget expenditures for culture and arts, UAH mln	$y = 1041x + 4351.1$ $R^2 = 0.761$			+	No danger	Static development. A situation, in which the conditions and directions of running of the population's cultural development processes have not substantially changed
Number of cultural institutions, units:						
theaters	$y = 127.68 - 2.18x$ $R^2 = 0.814$	+			Actual danger	
concert halls	$y = 76.07 - 0.15x$ $R^2 = 0.051$		+		No danger	
museums	$y = 8.024x + 516.39$ $R^2 = 0.738$			+	No danger	
Number of visitors, million people:						
theaters	$y = 6.186 - 0.044x$ $R^2 = 0.092$	+			Actual danger	
concert halls	$y = 4.246 - 0.221x$ $R^2 = 0.527$	+			Actual danger	
museums	$y = 18.968 - 0.459x$ $R^2 = 0.405$	+			Actual danger	
Number of visitors per 100 people						
theaters	$y = 14.179 - 0.01x$ $R^2 = 0.001$		+		No danger	
concert halls	$y = 10.107 - 0.052x$ $R^2 = 0.591$		+		No danger	
museums	$y = 43.321 - 0.901x$ $R^2 = 0.314$		+		No danger	

Compiled by the authors on the basis of Bulletins of Statistics [14: 15]

Analysis of financial support of the conditions for cultural development of society is one of the most important components of studying this sphere. The current funding model for culture and arts is based on the fact that services in such areas as culture, arts, information resources, sports and recreation are provided to the population using resources of the national and local budgets; funds from business activities, delivery of paid services; grants, charitable contributions, voluntary donations from individuals, legal entities and other sources not prohibited by legislation (Law of Ukraine, 2010).

It should be noted that today budgetary funding of cultural institutions of Ukraine remains the main source of their income, which makes this sector very vulnerable, especially in times of economic crises. Analysis of the expenditures on culture and arts in Ukraine makes it possible to argue that the budgetary funding volumes trend upward. Thus, the trend model of volumes of expenditures on culture and arts from the Ukrainian national budget

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funds proves that these expenditures have annually increased by UAH4.351,1 mln. However, it should be noted that the increased funding of this sector was partially offset by inflation.

It should be noted that there are negative changes in attendance at cultural institutions, which include theaters, philharmonic societies, television and radio broadcasting organizations, film distributors, publishing houses, museums, libraries, club-type cultural establishments, circuses, amusement parks, out-of-school establishments for aesthetic education and leisure of children and youth, whose function is to provide cultural services to the population with a purpose of its all-round development.

V. Conclusions

Analysis of the conditions for reproduction of cultural development of the population is aimed at detecting, describing and identifying problems related to providing the population with services in the field of culture, arts, information resources, sports and recreation in the context of social life of the population of a region. The use of various methods of researching into cultural development from the perspective of quantitative and qualitative characteristics makes it possible to use a methodology and techniques for diagnosing regional society.

Analysis of the conditions for reproduction of cultural development of the population enables to identify cause-and-effect relations between the existing network of cultural institutions and cultural development of society and establish their general and individual trends and patterns taking into account the national traditions and socio economic specifics of a region.

Changes in the total budgetary expenditures for culture and arts in Ukraine gives reason to speak about positive trends towards increasing these expenditures. However, despite improvements in financing of this sector, note should be made of the modest government expenditures, which is insufficient to reproduce cultural development of society.

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