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CREATIVE INDUSTRIES OF UKRAINE AS DRIVERS OF DEVELOPMENT DURING THE WAR AND THEIR RECOVERY AFTER VICTORY

Pletsan Kh. V.

PhD in Public Administration, Associate Professor,

Associate Professor

Research Institute of Kyiv National University of Culture and Arts

Kyiv, Ukraine

«Those who want – look for opportunities,
those who don't want – look for reasons»

Socrates

The formation and development of creative industries as valuable landmarks of civilization has its historical and cultural basis and is an important condition for the sustainable development of society. This fact is confirmed by the results of the Global Competitiveness Report [7]. According to this document, a close relationship can be traced between a country's overall ranking, creativity, cultural development, innovation and civilizational development. Creativity involves the implementation of ideas based on human talents and abilities in the process of cultural activity, which allow to transform the cultural and creative orientations of society into cultural and creative practices. At the same time, tools for forming an attractive image of the state of Ukraine through cultural and creative initiatives, ideas, practices, traditions and value orientations are important. After all, the creative space facilitates the possibility of implementing strategic directions of brand formation, introducing innovations, developing cultural initiatives, effectively using digital technologies, implementing creative projects based on people-centeredness to popularize the uniqueness of Ukraine in the world.

War is merciless. Today, the enemy mercilessly destroys everything related to Ukraine: people, history, culture, infrastructure, statehood. By committing crimes against humanity, Russia seeks to destroy the Ukrainian people, erase the national identity of the Ukrainian people, violating both human values and international humanitarian law. However, instead of forceful destruction, the enemy united the Ukrainians. There is a rethinking of cultural values, the formation of a positive emotional perception of Ukraine, an understanding of unity and freedom, Ukrainian culture, history, creative space, and value orientations of civilization. Since the beginning of a full-scale invasion all sectors of the creative industries are also suffering due to the actions of the aggressors on the territory of Ukraine. The enemy seeks to destroy the Ukrainian people, but at the same time all resources too: cultural monuments, history, intangible cultural heritage, infrastructure, etc. In regions where active hostilities are taking place or have taken place, the situation is very difficult. Unfortunately, the number of losses is increasing every day. At the same time, the war opened Ukraine to the world from another side. The world community is very interested in everything Ukrainian. Thus, the world's largest museums, music and film festivals, leading theaters, book fairs and authoritative auctions without hesitation supported Ukraine in the fight against the Russian invaders.

Culture and art are quite flexible spheres. The results of a sociological survey of the Ukrainian Cultural Foundation and the Ministry of Culture and Information Policy of Ukraine regarding the state of culture and creative industries during the war are interesting for our research. According to the results of the survey, 80% of creative specialists, despite the full-scale offensive of the Russian Federation, remained in Ukraine and continue to carry out professional activities in synergy with volunteer activities [4]. At the same time, answering questions about activeness of the activity, the respondents note that after the liberation of the territories by the Armed Forces of Ukraine, activity is becoming more active. On the territory where there is no active military action, the specificity and intensity of cultural and creative activities could undergo changes. In particular, 29% of respondents note that activity has not changed, 27% – changed a little, 26% – changed significantly [4]. There is a question of the possibility of support for the safety, return and restoration of the activities of creative and cultural individuals, carriers of cultural and spiritual heritage, specialists in the cultural and creative space, artists, cultural managers. The changes of the present and the transformations happening with museums, libraries, cinema, music, theater and other sectors of creative industries help artists to think about the future and lay its creative foundations even during war.

We see a great demand for Ukrainian in the world. That is why representatives of the sectors of creative industries generate creative ideas and form a powerful promotion tool to attract support both social and economic at the Ukrainian and international levels. Through music, dance, paintings, the information front, animation, cultural and artistic activities, representatives of the sectors of creative industries are powerfully holding the cultural and creative front for the fastest possible victory of Ukraine. Thus, creative specialists organize many volunteer and cultural and creative initiatives for the opportunity to help the army, the civilian population in territories liberated from occupation, forced migrants and maximally support the cultural and creative space of Ukraine. Revealing the influence of creative industries on the formation and development of the value orientations of civilization, we will single out the influence on the formation of value orientations, the formation of the cultural vector of the personality, the development of a cultural and creative environment, the formation of a positive brand of Ukrainian culture, art and the country in general, ensuring the information front (mass media, literature, music, movies, etc.).

The main directions of the cultural and creative front are the creation of a database; conducting seminars, trainings, round tables; ensuring cultural diplomacy; creation of mobile creative teams; ensuring the protection and popularization of intangible cultural heritage and traditions; ensuring the protection of cultural heritage; implementation of protection of funds of museums, philharmonic societies, libraries, theaters; implementation of digital technologies [5]; development of creative cases of cultural and artistic products; creation of a cultural-diplomatic mission mechanism; ensuring powerful work with grants; effective fundraising activity, creation of educational and promotional enlightenment. Niche cultural and creative projects are being created, what plays an important role in the development of creative industries on the international arena, popularizing the cultural code, creating artifacts that will go down in history.

It is important to understand that even in such a difficult time the involvement of the cultural and creative community has results in opportunities for support through volunteering, patronage, art hubs, and creative projects. At the same time, the activities of artists and creators abroad provide an opportunity to support the Armed Forces of Ukraine, Ukrainian culture and creative industries in general through the generation of donations, expansion of communication and cooperation with international cultural institutions. We are convinced that the reflection of the sectors of creative industries is very important. Responding to the challenges of wartime, the creative industries are modernizing for victory. In particular: in the first

months, designers and manufacturers transformed their production to provide ammunition to the Armed Forces of Ukraine, and over time, designers and fashion designers began to develop various patriotic trends in clothing, accessories, and stylized embroidered clothing; libraries have turned into creative art hubs, where all cultural and creative initiatives come together for the opportunity to help; palaces of culture in the regions have become cultural and artistic platforms, where art marathons take place, workshops are held, charity fairs, performances are held, and at the same time centers of psychological assistance and pre-medical training; filmmakers make short films about the war, situations at the front, the liberation of settlements, the fate of people; theater artists in dungeons and subways stage performances stand-up to support people and the military; museums open unique online exhibitions, as well as implement educational and rehabilitation projects (a cultural and developmental platform, which includes a series of creative workshops, a cinema hall for children and adults, discussions on various topics and performances by artists and creative groups known in the city and Ukraine); musicians and singers popularize Ukrainian music through European and American tours, and also create new wartime masterpieces; artists inspire with various projects in drawings, illustrations, portraits, paintings for motivational impetus, strength of spirit and faith; the information front (media, online platforms, Telegram channels, podcasts and others) work as hard as possible to spread and inform the world about what is happening in Ukraine; etc. There is a search for opportunities both in Ukraine and abroad. Ukrainian artists resume their activities in places, where safety conditions allow it, because culture and creativity bring back to life, heals, inspires and gives hope in the victory.

Today's new challenges require non-standard solutions. Accordingly, the Ministry of Culture and Information Policy of Ukraine together with the State Agency of Ukraine for Arts and Art Education have launched several interesting cultural and creative initiatives. In particular [1; 2; 3; 5]:

- online camp for schoolchildren «Creative Camp: we are from Ukraine!», with an aim of emotional and psychological support of students and teachers;

- project «Ukraine Now and Forever», which presents the united brand of Ukrainian culture in the world;

- charitable initiative «Save Ukrainian Culture», which aims to prevent the destruction of the cultural heritage of Ukraine;

- platform «Cultural space». To support Ukrainian culture in the conditions of armed aggression of the rf, the Ukrainian Cultural Foundation together with the Ministry of Culture and Information Policy of Ukraine and

an IT company «SoftServe» launched the platform «Cultural space», which involves the collection of information from Ukrainian cultural figures and institutions and organizations of the cultural sector, which have fallen into a difficult financial situation due to the war and need help, both to restore their activities and to implement ideas and projects that emphasize the cultural value of Ukrainian identity and can be implemented during martial law and after the victory of Ukraine;

- project «Spend With Ukraine», the new platform-directory of Ukrainian companies represented all over the world was created in order to tell the world about the best Ukrainian goods and services that deserve international recognition;

- charitable initiative «Save Ukrainian Culture», the main purpose of which is to collect funds for the preservation of cultural heritage in the conditions of the aggressive invasion of russia;

- national project on media literacy – the online platform «Filter», the main goal of which is to unite state institutions, the public sector, international organizations and the media community in order to improve the level of media literacy of Ukrainians;

- art portal «The Art of Victory» – a space where everyone can share their graphic work in support of the invincible spirit of Ukrainians in the face of russian aggression;

- project «MintForUkraine», the largest digital art collection in history, inspired by Ukrainian writers, poets, artists, filmmakers and rich Ukrainian cultural heritage. Funds collected from the project will be used to help Ukraine;

- charity NFT collection Avatars for Ukraine to help Ukraine, where 70 digital works of art that show the true courage and indomitability of Ukrainians;

- project «Poetry of the Free», poetry as a weapon is designed to inspire those who hold weapons and win Ukraine's independence.

The list of cultural and creative initiatives is increasing every day, a significant part of them is created and implemented at the regional level. Note that all creative initiatives provide an opportunity to effectively approach the Victory step by step, and also work for the perspective of the development of the sectors of creative industries in the post-war period. After all, all cultural and creative initiatives contribute to the formation of emotional perception of Ukraine during and after the war. Because representatives of creative industries contribute to the restoration, preservation and development of the cultural and creative space. At the same time, cultural figures and creative specialists abroad, who were forced to leave Ukraine as cultural

ambassadors as a result of the war, create conditions for the support, preservation, restoration and popularization of Ukrainian history, art and culture in the world, conveying true information to every corner of the world.

How to revive the creative industries after the war? In our opinion, first of all it is necessary to unite with faith, inspiration, ideas, projects and intellectual development. It is also important to restore with the help of international organizations and artists, the effective institutional capacity of creative industries at the level of public-partner interaction between the state – the public – international organizations. Approval of the strategy for the development of creative industries will be the basis for the successful functioning of creative sectors.

The mainstream of the discussion and initiatives is that now, against the background of the war, we are observing Ukrainian fashion trends in the world (in songs, culture, design, fashion, artistic activities, exhibitions, etc.). Ukrainian political and military figure Yaroslav Stetsko once noted that Ukraine is eternity, not only today, but also, above all, the future and the past. Now we are fighting on all fronts for the eternity of prosperous Ukraine, including on the cultural and creative front. A lot of creative ideas and projects arise. These trends are initiated by people. We have to show that Ukraine is alive, Ukrainian art and culture are doing everything possible to bring victory closer!

Together to the victory!

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THE MUSICAL CULTURE OF GALICIA IN THE INTERWAR PERIOD: TO THE PROBLEM OF PROFESSIONALIZATION

МУЗИЧНА КУЛЬТУРА ГАЛИЧИНИ МІЖВОЄННОГО ПЕРІОДУ: ДО ПРОБЛЕМИ ПРОФЕСІОНАЛІЗАЦІЇ

Romaniuk L. B.

*Candidate of Art Studies (Ph.D.),
Associate Professor,
Associate Professor at the Department
of Ukrainian Music Studies and Folk
Instrumental Art
Precarpathian National University
named after Vasil Stefanyk
Ivano-Frankivsk, Ukraine*

Романюк Л. Б.

*кандидат мистецтвознавства,
доцент,
доцент кафедри музичної україністики
та народно-інструментального
мистецтва
Прикарпатський національний
університет імені Василя Стефаника
м. Івано-Франківськ, Україна*

Процес становлення української національної ідентичності відбувався у складних історико-політичних обставинах протягом століть. Музичне мистецтво стало виразником ментальної природи нації, опираючись на прадавні архетипи обрядів і звичаїв та враховуючи події драматичної історії. Складні соціально-політичні процеси формували світоглядні орієнтири та напрями творчих пошуків представників широких мистецьких кіл, які консолідували свої зусилля у векторах активної діяльності у соціокультурному просторі, ставали безпосередніми виразниками історичних подій. У першій половині XX ст. Галичина синтезувала характерні для центральної Європи різноманітні художні напрямки і тенденції, серед яких найвиразнішими стали: формування громадських рухів та культурно-мистецьких товариств; виникнення яскравої когорти творців та популяризаторів національної культури. Як стверджував М. Грушевський, ще з 1860-х