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THE ROLE OF THE ARTIST'S PERSONALITY ON SOCIO-CULTURAL DEVELOPMENT: ON THE EXAMPLE OF THE PERSONAL CONTRIBUTION OF SERHIY PARADZHANOV

РОЛЬ ОСОБИСТОСТІ МИТЦЯ НА СОЦІОКУЛЬТУРНИЙ РОЗВИТОК: НА ПРИКЛАДІ ОСОБИСТОГО ВНЕСКУ СЕРГІЯ ПАРАДЖАНОВА

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Art is not only a means of self-realization, but also an important space for creative expression of personality that influences socio-cultural dynamics. Of even greater importance is the role of the artist's personality, which has a great impact, as works of art are often created as a result of a unique worldview that is based on inner feelings, thoughts, impressions, experiences, and influences broader artistic processes in culture.

In psychology, it is usually written that art is a determining factor in the formation of personality. At the same time, it should be emphasized that although art is one of the defining aspects of the cultural development of the individual, it is also necessary to study the role of the individual in the development of culture and art and the role of the artist in the context of these processes.

The famous psychologist Lev Vygotsky emphasized that art involves the most intimate and personal aspects of our existence in the circle of social life, because art has a significant arsenal of specific tools that are absent in other forms of human activity. Despite the significant scientific achievements in

research on the psychology of creativity, which emphasized the role of art in shaping the personality, our goal is to reveal the relationship where it is not art that influences the personality, but vice versa – the artist's personality shapes artistic trends, generates iconic artworks and generally determines the development of art.

In our opinion, personality has a decisive influence on the creation and evolution of works of art. For example, a viewer of a theater performance or a movie, interacting with a work of art, perceives it through the prism of his or her personal life experience, values, and beliefs, which determines an individual reaction to the work. Thus, this reaction indicates not only internal reflection, but also a factor that shows the active contribution of the individual to the development of culture and art. Such a symbiosis between creativity and personality determines not only contemporary trends in the development of art, but also the profound influence of each individual on the cultural and artistic context in general. The role of the artist's personality becomes even more significant, as they consciously engaged in changing society and engaging in socio-cultural dynamics [3, p. 14].

In the context of the interaction between art and personality, it is also important to take into account the influence of the artist's personality, whose works define and expand the symbolic world of culture. Artists, thanks to their unique creativity and personal approach, can create works of art that become important catalysts for the evolution of art and culture in general. Their works become not only a reflection of the inner world and a discussion based on their own experience, as most viewers do, but also a way of expressing ideas that contributes to socio-cultural development. The researcher O. Ovcharuk believes that a creative personality is the creator of social and spiritual achievements that form the core of any specific historical culture, as well as a carrier and translator of cultural memory through various forms of socio-cultural interaction and content of life" [2, p. 24].

In the context of contemporary scholarly discussion, the emphasis on the influence of the artist's personality on the development of art is very relevant. We propose to consider this aspect through the prism of the contribution of prominent cultural and artistic figures, in particular, in the context of the personal contribution of Serhiy Parajanov, whose 100th anniversary will be celebrated in 2024. This approach allows us to consider the interaction of art and the artist's personality as an important interdependent process that contributes to cultural creation.

Considering the life and work of Serhiy Parajanov, it is worth noting his personal approach, which not only distinguishes him in the context of Ukrainian cinema, but also notes his significance in the world cultural space.

Serhiy Parajanov made a personal contribution by visualizing the deep layers of archaic Ukrainian culture through the prism of poetry and aesthetic beauty. His departure from socialist realism and his emphasis on the ordinary way of life demonstrate his desire to express his own emotions and experiences through artistic images and symbols.

Ukrainian poetic cinema, represented by the personality of Serhiy Parajanov, is distinguished by the desire to deeply comprehend Ukrainian national culture and reflect the peculiarities of the national character. S. Parajanov is a vivid example of a personality whose contribution to art went beyond the scope of national cinema. His experiments with the language of cinema went beyond the traditional narrative, integrating various artistic elements that allowed him to enrich cinema with new artistic techniques that influenced the development of socio-cultural development and the dynamics of art.

It should be emphasized that Parajanov's contribution to Ukrainian art was not only as a director, screenwriter, and artist, but he also made a significant contribution to Ukrainian fine art, in particular to the creation of collages, which he developed on the basis of conceptualism. With his film *Shadows of Forgotten Ancestors*, he ushered in a new era in cinema, revealing to the world the little-known creative heritage of the Ukrainian mythopoetic space. His symbolic Kyiv Murals are small episodes filled with innovation and courage. This approach to considering the role of the artist's personality allows us to expand our understanding of the interaction between creativity and individual development, indicating that art can be defined and transformed by the artist who becomes the architect of artistic expression and development of an entire artistic movement.

It should be noted that the figure of Serhiy Parajanov continues to influence artistic processes many years after his death. Contemporary art projects are not only important for honoring his memory, but also a means of opening up new perspectives for interpreting his creative achievements, which affects the overall development of Ukrainian culture and art.

In particular, a unique curatorial project at the National Cultural, Art and Museum Complex "Mystetskyi Arsenal" entitled "Shadows of Forgotten Ancestors. Exhibition" in 2016 [1] is becoming an important source for studying the artist's influence on socio-cultural development in the second half of the twentieth century. This exhibition not only exhibits the artist's works, but also builds its concept as a kind of route, representing the process of creating a film. Of particular value is the part of the exhibition that for the first time demonstrates materials created by S. Parajanov himself. These unique materials, preserved in the private archive of Volodymyr Luhovskyi, reveal the peculiarities of the creative process and are a valuable source for

further research. Such projects demonstrate the inexhaustible influence of the artist's personality on the development of art and culture in both the national and global context.

Thus, modern socio-cultural processes are causing rapid changes in the field of culture, which, in turn, affects the need to understand the role of the artist's personality in socio-cultural development. Dynamic social transformations taking place in the world and in our country contribute to a new view of the relationship between creativity and personal contribution to the development of art. By expressing themselves through art, artists actively contribute to cultural dynamics, exploring not only important philosophical and cultural aspects such as identity, but also influencing the cultural environment and the development of art in general.

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