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Vasyuk A. - PhD student of Zaporizhzhia National University

ORCID: 0000-0002-0398-5226

IMPLEMENTATION OF STATE HUMANITARIAN POLICY IN THE REGIONS: POSSIBILITIES AND PROSPECTS

The article analyzes the areas of state activity to ensure humanitarian development. Examines the problems of the humanitarian crisis, substantiates the development of state cultural policy, the scenario for implementing the tasks set for the preservation and development of the cultural and educational space, as well as the possibilities of regions in the modernization and innovative development of the main types and areas in the activities of culture, art and education.

Draws attention to the role of humanitarian policy as a factor in the progressive, sustainable development of regions. reveals the possibilities of state and municipal authorities in the development of the humanitarian and cultural space. This concerns not only its financing, but also the quality of provision and availability of cultural and leisure services. The problem of effective marketing in the cultural sector, more active interaction of state and municipal authorities with the business community in matters of humanitarian policy in the region is actualized. Priority areas of humanitarian development are highlighted, an assessment of the cultural potential of the regions is given. It is proposed to increase emphasis on priority areas of development in the cultural sector.

Keywords: state humanitarian policy, cultural policy, humanitarian crisis, public administration, cultural and educational space, modernization, innovation process.

Problem setting. Cultural policy is not only an integral part of the state's humanitarian policy, it is its quintessence, its calling card. In the field of culture, content-thematic frameworks of public discourse are set. The role of the cultural factor in the implementation of the tasks of the consolidation of society, in the development of human potential and creativity, in the implementation of innovations, in the establishment of a productive, meaningful social dialogue is significant. The humanitarian policy of the state aims to humanize all spheres and branches of social life, create conditions for the maximum self-realization of each individual, is aimed at the formation, development and preservation of fundamental universally civilized values, which are the basis and core of harmony and cooperation in society.

Recent research and publication analysis. The current state of development of the humanities of countries was studied by such scientists as L.K. Abramov, V. Bulba, the humanitarian development of Ukraine in the context of cultural crisis phenomena was studied by R. Tkachuk, O. Hrytsenko.

Article objective. The purpose of this article is to study the directions of state activity to ensure humanitarian development in the context of the state's cultural policy.

Article main body. State humanitarian policy is an interdisciplinary phenomenon that covers all types of culture, humanities, education, upbringing and self-education of citizens, international humanitarian and cultural cooperation, enlightenment, development of children's and youth movements, and forms the country's information space. The state remains the main

strategic investor in cultural and educational institutions. In the cultural dimension, humanitarian development means: ensuring the development of human creative abilities; actualization of historical and cultural heritage; ensuring wide access to cultural heritage; preservation of cultural diversity. The leading direction of Ukraine's humanitarian development is the purposeful formation of a new quality of life for citizens. This new quality consists in creating conditions for the proper realization of the opportunities and abilities of each member of society by providing opportunities for productive employment and receiving income that corresponds to the importance of this work for society and is able to guarantee him a decent standard of living and the satisfaction of physical and spiritual needs.

A feature of the modern approach to the humanities is the utilitarian understanding of culture as a service industry. This gives rise to a lower social status of culture. Also, modern reforms of domestic education show their inconsistency, because they are oriented towards the market type system operating in most industrial countries of the world. An educational institution of this type becomes a management structure or enterprise that is engaged in finding means to achieve certain goals. The modern education model is based on the practical needs of society and is aimed at practitioners training. Competencies in education can become a public good only if value-oriented education is provided, based on the best domestic traditions. Mass culture educates the consumer, but not the active participant in cultural processes. Another problem is a certain reduction in the infrastructure of professional education in the cultural sec [7, c.219].

Due to the fact that there are no traditions of a market type system in Ukrainian education, the process of adaptation to the ongoing metamorphoses is underway. And since the mechanism for reforming domestic education has already been launched and the system has been defined, the Strategy designates a gradual increase in extra-budgetary sources of financing as one of the priority conditions for ensuring the effectiveness of cultural policy (we consider it as an inter-sectoral phenomenon, which includes education). Based on global experience, a multi-channel financing system is proposed, which may include the following (additional to existing) elements: budget financing standards, a national lottery in the field of culture, a system of tax preferences, and others. Differentiated standards establish minimum shares of expenditure on the cultural part in budgets of all levels of the state budget system in various countries in order to ensure, first of all, guarantees of accessibility of cultural goods for broad sections of the population.

However, in terms of expenditure on humanitarian culture per capita, Ukraine as a whole lag behind similar indicators in European countries. According to Eurostat (for 2021), Ukraine (with a per capita cultural expenditure of 57 euros per person per year) among European member countries of the Organization for Economic Cooperation and Development lags behind the level of per capita cultural funding in Norway by almost 8 times (447 euros), France - more than 4 times (252 euros), Germany - 2.5 times (145 euros) [3].

The strategy for the development of the humanities provides for a specific scenario, which includes significant investments in human capital and in the professional education system. The main goals of the state humanitarian policy are:

- 1) the formation of a harmoniously developed personality;
- 2) strengthening the unity of Ukrainian society through priority cultural and humanitarian development;
- 3) strengthening civil identity;

- 4) creating conditions for the education of citizens;
- 5) the preservation of historical and cultural heritage and its use for upbringing and education;
- 6) the transmission from generation to generation of values, norms, traditions and customs traditional for Ukrainian society;
- 7) creating conditions for each person to realize his creative potential;
- 8) providing citizens with access to knowledge, information and cultural values [2, c.189].

According to the traditions of domestic education, where the main idea is the education of the 'perfect person', the spiritual education of the citizen and the goals of the state's humanitarian policy are defined. We should not forget about the established features of domestic education, which is rooted in Ukrainian culture and is aimed at forming a holistic scientific-materialistic worldview, which combines educational, applied, training, upbringing and developmental functions.

In order to promote the formation of a harmoniously developed personality capable of active participation in the implementation of state humanitarian and cultural policy, the Government of Ukraine has noted:

- the primary need to create conditions and opportunities for comprehensive development, creative self-realization, and continuous education;
- in facilitating the acquisition of diverse competencies;
- in support of value-oriented upbringing, education, and cultural activities;
- in creating conditions for involving young people in volunteer movements and introducing them to history, culture, restoration and archaeological work, the study of folklore and folk art; in developing a network of educational organizations for additional education of children (children's art schools by type of art), etc.

In order to preserve cultural heritage and create conditions for the development of culture as a component of humanitarian policy, it is proposed, among other things:

- popularization of the cultural heritage of Ukraine, including among young people;
- preserving traditions and creating conditions for the development of all types of folk art and creativity, supporting folk arts and crafts;
- development of a system of professional education (including in the field of academic music, opera and ballet art, drama theatre), ensuring a high professional level and competitiveness of Ukrainian performers at the international level;
- improving the system of training and advanced training of specialists in the field of culture (including specialists from historical and cultural monument protection agencies), education, and mass communications;
- development of the material and technical base of musical culture, including the refurbishment of old and the construction of new specialized acoustic concert halls with a large capacity to increase the economic efficiency of concert activities; development of touring activities in the field of academic musical art in Ukraine; and others [3, c.147].

It should be noted that the future of humanitarian education lies not only in bringing all national educational systems to a common denominator, standardization, but also in the possibility of implementing principles that are independent and irreducible to each other, in the existence and development of original systems and models of education, different and dissimilar to each other.

Otherwise, this could lead to a humanitarian crisis, as well as:

- 1) a decrease in the intellectual and cultural level of society;
- 2) devaluation of generally recognized values and distortion of value orientations;
- 3) an increase in aggression and intolerance, manifestations of antisocial behavior;
- 4) the deformation of historical memory, a negative assessment of significant periods of national history, the spread of a false idea about the historical backwardness of Ukraine;
- 5) the atomization of society - the breakdown of social ties (friendly, family, neighborly), the growth of individualism and disregard for the rights of others.

The erosion of traditional Ukrainian spiritual and moral values and the weakening of the unity of the Ukrainian people through external cultural and information expansion (including the spread of low-quality mass culture products), the propaganda of permissiveness and violence, racial, national and religious intolerance, illegal attacks on cultural sites, etc. are becoming a threat to national security in the humanities. In this situation, the most important condition for the success of Ukrainian humanitarian influence abroad is the implementation of an effective cultural policy [1].

There is also a threat to the unity of the cultural space against the background of insufficient use of the potential of culture as a factor in the socio-economic development of the country, its national security and territorial integrity. When humanitarian policy itself has enormous potential for the formation and strengthening of civil identity, ensuring the unity of Ukrainians, preserving the unity of the cultural and linguistic space of Ukraine.

More and more instruments of state humanitarian policy are being transferred from the state to the regional level. The strategy takes into account these factors and trends and provides general guidelines for the development of regional programs for the development and support of culture, allows for the formation of unified models of cultural support for regions, and formulates the priorities of state humanitarian policy. In our country, where regional diversity is a historical tradition, delegating some powers and functions from a higher level of government is natural [6, c.195].

In the context of changes in modern public life, the understanding of the essence of state humanitarian policy and the idea of the role and place of culture and education in society are also changing. Humanitarian policy can be defined as a system of decisions aimed at creating conditions for the socio-humanitarian development of society, social, intellectual, and spiritual security of man, the realization of his spiritual needs and the enrichment of his creative potential.

The scope of powers of state authorities of the regions of Ukraine in the field of culture is determined by the legislator (Law of Ukraine 'On Culture'):

- preservation, use and popularization of cultural heritage sites (historical and cultural monuments) owned by the regions, state protection of cultural heritage sites (historical and cultural monuments) of regional significance;
- organization of library services to the population by libraries of the regions of Ukraine;
- creation and support of state museums;
- organization and support of cultural and art institutions;
- support for folk art and crafts;
- creation of conditions for organizing and conducting an independent assessment of the quality of services provided by cultural organizations.

One of the stimulating mechanisms for the development of the cultural sector has become the close interaction between culture and business representatives. We are talking

about investments in art and patronage. Over the past three years, the share of co-financing from sponsorship funds and the provision of paid services to the population, directed towards strengthening the material and technical equipment of municipal cultural institutions, has shown, although not a large, but a tendency to increase.

In the cultural sector, non-commercial marketing is increasingly developing in the regions. It helps to meet the needs of users of the services of cultural and leisure institutions. Taking this into account, state and municipal cultural institutions are working to expand cultural and leisure services, improve their quality, and ensure growth in income from the provision of paid services.

The growth in the volume of paid services provided by municipal and state cultural institutions of the region over the past few years, as the analysis shows, is due to the growth in the number of residents of the region using paid services of cultural institutions; expansion of the list of paid services provided; use of modern information technologies in advertising services; study of demand and supply in the services market, preferences and needs for services of cultural institutions by various categories of the population; targeted use of the capabilities of electronic and print media; increasing the role of cultural institutions in the life of the local community [8].

The summary is obvious: the provision of paid services to the population by cultural institutions of the region contributes to the improvement of the organization of meaningful leisure time for residents of the region, more complete satisfaction of their interests and requests, maximum use of the base of cultural institutions, the formation of a tradition of positive organization of leisure time for various categories of the population, the creation of equal rights of access of the population to cultural heritage.

In the field of museum affairs, the problematic situation is characterized by the low material base of museums, with the exception of individual ones, the absence in museums of the region of a system for ensuring the security of museum collections that meets modern requirements, the non-inclusion of many museums in tourist routes, and weak social protection of museum workers. In this regard, the regional Department of Culture openly states that culture will have to survive through paid services, reduction of legal entities and technical personnel.

Insufficient financial resources do not allow taking urgent measures to save cultural heritage sites from destruction, damage and annihilation. The problem of preserving monuments of folk architecture is extremely acute. The condition of historical settlements is close to critical.

The tourism industry requires special attention. The development of domestic and inbound tourism in the regions is constrained by a number of factors, namely:

- insufficient marketing activities to promote local tourism products on the Ukrainian and international tourism markets;
- an insignificant amount of advertising and information materials and information in the media about the tourism potential of the regions of Ukraine;
- low competitiveness of the regional tourism product in terms of price and quality;
- an insufficient number of tourist-class accommodation facilities with a modern level of comfort;
- low level of tourism infrastructure (lack of comfortable transport, poor road conditions);

- insufficient investment in the development of the tourism industry in the regions;
- the failure to use a large number of natural and cultural heritage sites located in the regions as tourist attractions;
- insufficient promotion of Ukrainian regions as an attractive destination for tourists [9].

Local government bodies have the right to participate in the financing of activities for the preservation and popularization of cultural heritage sites (historical and cultural monuments) owned by the state, and state protection of cultural heritage sites of national importance, as well as reconstruction, including elements of restoration, technical re-equipment and major repairs of property located on the territory of the region, owned by the state and assigned on the basis of the right of economic management or operational management.

The powers of local government bodies in the field of culture include:

- organizing library services to the population, acquiring and ensuring the safety of library collections of community libraries;
- creating conditions for organizing leisure and providing residents of communities with the services of cultural organizations;
- the preservation, use and popularization of cultural heritage sites (historical and cultural monuments) owned by territorial communities, the protection of cultural heritage sites of local (municipal) significance located on the territory of the settlement;
- creating conditions for the development of local traditional folk art, participation in the preservation, revival and development of folk art and crafts in the settlement.

The powers of local government bodies of a territorial community in the field of culture include:

- organizing library services to the population by inter-community libraries, completing and ensuring the safety of their library collections;
- creating conditions for providing settlements that are part of a territorial community with leisure services and services of cultural organizations;
- creating conditions for the development of local traditional folk art in settlements that are part of the territorial community;
- ensuring funding for cultural institutions within the limits of allocations provided for in the relevant budgets;
- recognition of the priority of developing a network of cultural institutions in rural areas, primary art education, citizens' activities in amateur art, crafts and encouraging the attraction of public and private sources of funding for these purposes;
- facilitating the creation and activities of organizations of creative workers - creative unions, their associations, guilds and other organizations, as well as branches and divisions of international communities of creative workers.

To solve the above-mentioned tasks, the Ukrainian government in the regions is currently focused on implementing measures aimed at achieving results assessed by target indicators and indices, establishing strategic guidelines for modernization and innovative development of the main types and directions of cultural, artistic and educational activities. Ensuring the innovative nature of professional education of the younger generation, primarily through the integration of education, science, culture, etc. In this regard, traditional folk culture is a priority in educational institutions, institutions for the preservation and development of the folk heritage of Ukraine - architectural monuments, folk art and others. A program of cultural support for compatriots living outside their historical homeland is also being implemented. In

preserving the original traditions and language, developing regional target programs for preserving cultural heritage sites, including inventory, monitoring of the condition, restoration of cultural heritage sites and development of projects for their territories and protection zones; popularization of the cultural heritage of Ukraine, including among young people; preserving traditions and creating conditions for the development of all types of folk art and creativity, supporting folk arts and crafts [4, c.163].

Local government bodies, within the limits of their powers in accordance with the law, may independently determine the forms of support for culture on the territory of the territorial community [3, 4].

As can be seen, both state and regional legislation are intended to facilitate the realization of the spiritual potential of citizens of Ukraine, promote further development of activities in the humanities, create favorable conditions for the preservation and development of traditional cultures of the people of Ukraine, promote increased accessibility of cultural goods and education in the sphere of culture for citizens of Ukraine, create conditions for improving the quality, accessibility and diversity of services provided in the field of culture, socials, education, promote the preservation and popularization of the cultural heritage of Ukraine, improve organizational, economic, legal mechanisms for the development of the humanities.

Priorities in the use of resources are outlined in almost every area of development of the state's humanitarian policy. For example, in the field of art, emphasis is placed on supporting contemporary art; in the development of the library network, emphasis is placed on developing a national electronic library and creating a mobile system for servicing localities that do not have libraries; in the activities of the archival system, attention is paid to the formation of archival electronic resources and their presentation on the Internet; in the field of preserving cultural heritage, a program for the restoration of architectural monuments is highlighted, which will contribute to the development of tourism and the regional economy.

The programs of socio-economic and cultural development of the regions of Ukraine assume:

1) Comprehensive development of museums for the implementation of their socio-cultural functions as the most important resource for the development of society.

2) Preservation and development of the network of theatres in the regions of the country, the traditions of repertory theatre.

3) Development of a library service system capable of ensuring citizens the exercise of their constitutional rights to free access to information and knowledge, as well as the preservation of the national cultural heritage stored in libraries.

4) Preservation and development of national musical traditions, development of contemporary musical art.

5) Creation of necessary conditions for the development of cinematography, production, distribution and screening of films.

6) Improving the three-tier system of art education "school-college-university" as a unique system for reproducing professional personnel in the humanities.

7) Creation of optimal conditions for supporting folk art, preservation, revival and popularization of the intangible cultural heritage of the people of Ukraine, its cultural identification and ethno-cultural development.

8) Preservation, study and development of folk arts and crafts in the regions.

9) Ensuring the preservation and effective use of cultural heritage sites located on the

territory of the regions.

10) Study and preservation of cultural heritage, creation of conditions for ensuring access to cultural values and information resources of citizens and organizations.

11) Creation of conditions for the development of interregional and interethnic cultural cooperation between regions for the integration of culture into the world cultural space.

12) Formation of an effective system of state support for all types of contemporary art by creating conditions for the realization of the creative potential of creative communities of the regions.

13) Implementation of modern management and training mechanisms to provide industry institutions with qualified personnel.

14) Archival management in the interests of citizens, society and the state.

15) Ensuring the implementation of state policy and regulation of relations in the field of culture, art, cinematography, protection and use of cultural heritage sites, education [5].

Conclusion. Thus, the Strategy of the state cultural policy for the development of Ukraine is relevant and is a lever for countering the humanitarian crisis. It is at the state level that it is necessary to facilitate the process of returning to a holistic picture of the world, to a value-based worldview. Regions play a major role in this process. New projects are being developed to preserve and develop culture, art and education in the regions, and priorities of the state humanitarian policy are being implemented.

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