

## THE PRESERVATION OF THE NATIONAL INTANGIBLE CULTURAL HERITAGE IN THE CONTEXT OF GLOBALIZATION

The paper conducts a scientific study of the national intangible cultural heritage in the context of globalization with the definition of its forms of conservation and protection; it is underlined the importance of the existing traditions and achievements for humanity in the XXI century.

*Key words:* globalization, preservation, protection, intangible cultural heritage, folklore, UNESCO Convention.

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### **Збереження національної нематеріальної культурної спадщини в умовах глобалізації**

У статті проведено наукове дослідження національної нематеріальної культурної спадщини в умовах глобалізації з визначенням її форм збереження та охорони, підкреслено значущість існуючих традицій і надбань, для людства у XXI столітті.

*Ключові слова:* глобалізація, збереження, охорона, нематеріальна культурна спадщина, фольклор, ЮНЕСКО, Конвенція.

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### **Сохранение национального нематериального культурного наследия в условиях глобализации**

В статье проведено научное исследование национального нематериального культурного наследия в условиях глобализации с определением его форм сохранения и охраны, подчеркнута значимость существующих традиций и достижений, для человечества в XXI веке.

*Ключевые слова:* глобализация, хранение, охрана, нематериальное культурное наследие, фольклор, ЮНЕСКО, Конвенция.

Modern realities of globalization actualize the issue of the national intangible cultural heritage, which is closely intertwined with human activities. Every time span sets its local tasks for the culture. However, at any stage of social development, it is necessary to do everything to preserve the existing heritage of national traditions and customs of the Ukrainian people. For, ethnic code plays a crucial role in maintaining spirituality, national identity, and prospects for existence.

In the modern society, globalization has become one of the most influential forces that determine the development prospects of our planet in general. Its processes are making changes and adjustments in all spheres of public life, including the economics, politics, environment, ethnic culture, social sphere of national cultures. Undoubtedly, globalization contains both positive and negative aspects. Its positive influence is associated with the effect of competition, which it brings inevitably, and the negative one – with the potential conflicts, which it threatens with. The global increasingly prevails over the social and national. It is known that one of the striking features of the contemporary world is the ethnic and national diversity, so the preservation of national intangible cultural heritage in the context of globalization remains an extremely important question.

Ukrainian researchers have studied these problems before. In particular, the research papers of H. Andres, A. Hrytsenko, O. Tytova [1; 9] are dedicated to the protection of intangible cultural heritage as a contemporary cultural policy of Ukraine. H. Andres studies the issues of intangible cultural heritage preservation by the museums of Ukraine in the age of globalization [1; 2, 5-15]. M. Dmytrenko, L. Ivannikova, I. Kimakovych, I. Koval-Fuchylo, L. Kozar, O. Shalak, T. Shevchuk focus on topical issues of folklore, the specific operation of Ukrainian traditional intangible culture, including the detection in traditional culture those phenomena that can adequately represent the Ukrainians in the global cultural and artistic integrational process [11]. Meanwhile, existing problems of preservation of national intangible cultural heritage in the context of globalization require more thorough study.

The purpose of this article is the scientific study of national intangible cultural heritage in the context of globalization with the definition of forms of preservation and protection.

As defined by Wikipedia "globalization is the process of world economic, political and cultural integration and unification. In a broader sense, it is the transformation of certain phenomena to a planetary referring to the entire Earth. The main effects of globalization are the international division of labor, migration of the capital, human and production resources world-wide, standardization of legislation, economic and technical processes and rapprochement of cultures of different countries. This is an objective process that is systemic and covers all aspects of society. As a result of globalization, the world becomes more connected and dependent on all its subjects. There is an increase in both the number of common problems for groups of countries, and the number and types of integrated entities. Globalization can be dangerous for low-income countries" [5].

M. Dmytrenko notices that "in terms of transnationalization of culture, folklore is seen sometimes as the product of obsolete epochs, as a specific illustration-decoration that hinders the powerful of this world from getting fantastically enriched, forming a rampant industry of show business and entertainment, the only type of global monoculture of mass usage mainly for teenagers and young people" [6]. However, "for Ukraine, folklore has always been a salvation from the diseases of civilization, it is oral national creativity that has passed the way from archetype to the stereotype and has genetically coded immortal meanings of entity in images and symbols. In folklore, it is encoded the eternity of harmonious creative mind and hearts of many generations. Folklore is being created constantly, everywhere and anywhere where people live", asserts a brilliant researcher Olexandr Potebnya.

Especially dangerous the loss of traditional folklore heritage is for Ukraine, because it has been created from ancient times in unity with the cosmos, combined with work, life and leisure, and has formed the ideal world of the future. To deprive Ukrainians from figurative and emotional, rational and pragmatic cognition of the world, from reproduction of inheritance of generations and from creating something new with native language – is to deprive them of their own spiritual and cultural essence of national identity, which is equivalent to a physical death" [6]. It is doubtless opinion of researchers which deserves attention in our research, because the foundation of elements of intangible cultural heritage is a folklore that due to various reasons needs preservation as well as protection.

Paradoxically that our time the world community is in need of a comprehensive system of preservation the elements of intangible cultural heritage and cognition of its life-giving force. They look for possible ways of its transmission and revival for the younger generations to ensure their future in accordance with the proposed values.

During the crisis periods, the live existence of intangible cultural heritage of Ukraine has to become a necessity. It helps in recreating the eternal and proven human values, promotes social cohesion and support in finding solutions to many present-day problems.

The national intangible cultural heritage is based on ethnic culture and national consciousness, identity and is consolidating factor that creates a unique palette of diverse culture of the state.

Priority for Ukraine today is the use of various forms of preservation and protection of intangible cultural heritage, including its identification, documentation, research, preservation, protection, promotion, increasing of its role, its transmission via formal and non-formal education, and revival of the various aspects of such heritage as required by the UNESCO Convention [4, 29-33; 8; 9]. Practice shows that Ukraine's accession to the Convention [7] helped strengthen attention to cultural diversity and the development of various forms of cultural expression.

The forms of preservation of national intangible cultural heritage is a system of legal, administrative, financial, technical and scientific measures to identify, document, research, storage, transfer, promote, recover and use its elements. The preservation involves the use of operational and long-term measures that promote recovery and viability of the elements of national intangible cultural heritage that are under threat of extinction.

Due to UNESCO Convention, "intangible cultural heritage" means those practices, forms of expression, knowledge and skills and related tools, objects, artefacts and cultural spaces that are recognized by communities, groups and, in some cases, individuals as part of their cultural heritage. This intangible cultural heritage, transmitted from generation to generation, is constantly recreated by communities and groups influenced by their environment, their interaction with nature and their history, it creates a sense of identity and continuity, promoting respect for cultural diversity and human creativity.

The term "intangible cultural heritage" is used in the following areas: a) oral traditions and forms of expression, particularly in language as a medium of intangible cultural heritage; b) performing arts; c) customs, rituals, celebrations; d) knowledge and practices concerning nature and the universe; e) traditional crafts [8].

According to the above-mentioned, the further classification of national intangible cultural heritage elements is made as well as the procedure of definition of these elements category and their inclusion in the List of Intangible Cultural Heritage Protection.

According to experts, the list of intangible cultural heritage of Ukraine may include many of its manifestations: in the category of customs related to nature and the universe Ukraine could be represented by an ancient celebration of Kupala, Vertep action and Christmas carols [9]. Within the Convention, in category of traditional crafts at this stage Ukraine may be represented by Easter egg, Kosiv ceramic craft, Opishnya ceramics, Krolevets woven towels, Culture of bread (Bread culture and tradition).

In 2013, one element of the intangible cultural heritage of Ukraine was included to the Representative List of the Intangible Cultural Heritage of Humanity by UNESCO – "Petrikivka painting". The process of preparing the nomination of the element "Petrikivka painting" to the Representative List of UNESCO urged to intercultural dialogue and exchange of knowledge about the diversity of the intangible heritage of humanity at the international, national and local levels. This year, a series of exhibitions with the element of intangible cultural heritage of Ukraine "Petrikivka painting" was held abroad, particularly in France, the State of Kuwait, Spain, and Belgium [4, 29-33; 10].

For the preservation of national intangible cultural heritage, Ministry of Culture of Ukraine, Department of Culture and Tourism, Oblast administrations, regional centers of folk art, departments of culture and tourism administrations and executive committees of councils of regional centers, rural cultural institutions clubs, district and city cultural centers, centers of culture and leisure, youth centers, club formations, associations, ethnology centers, museums and secondary schools, children's art centers jointly conduct a series of cultural events to ensure the transfer through generations of cultural experience of this heritage cognition. Different groups of population are involved to these events. Thus, there is a link between generations, in reproduction, preservation and development of intangible cultural heritage. In particular, Ukrainian folk traditions, customs, rituals are represented by the folklore and ethnographic groups, and folk crafts – by masters. Their creativity is revealed during the local, district, regional festivals of calendar cycle, theatrical performances, festivals, competitions, exhibitions, fairs, reviews, contests, competitions, workshops etc.

For example, due to the various forms of work on the protection of intangible cultural heritage appliances, "Petrikivka painting" today is popularized among children and youth. Thus, in kindergartens and schools of Dnipropetrovsk oblast special lessons are conducted where children study history of art and painting basics. There are special groups in the childcare centers of extracurricular activities and elective courses in higher educational institutions. In 2011, in Dnipropetrovsk theatrical art college, the specialty "specialist in Petrikivka painting" was opened. Thanks to these systematic measures, the Petrykivka culture will develop and live forever, and art will be transmitted for centuries [10].

People in Dnipropetrovsk believe that Cossack past is stored on their territory, and it naturally complements the priceless cultural heritage of humanity. Therefore, besides "Petrykivka painting", it is offered to introduce the next item of intangible cultural heritage to the UNESCO list – "Cossack songs of Dnipropetrovsk region".

Ukrainian Cossack songs' carriers are folk ensembles and performers who live in Dnipropetrovsk region, whose work constitutes cultural heritage. Dnipropetrovsk region is the ancestral land of Sich and Cossacks, and their folklore treasury – Cossack songs – retains cultural and historical continuity of generations, educate the youth to respect the history of his land.

According to Eugene Udod, "in order to take the people to the international community, they have to be cognized. The best way to reveal the soul of people is through their culture and traditions. Worldwide recognition of Cossack culture will give a powerful impetus not only to the development of art, but also to create the image of Ukraine as a country with rich traditions and cultural heritage" [<http://oblrada.dp.ua/press/news/default/2015-03/3719>]. Therefore, in March, Dnipropetrovsk regional council transferred the nomination "Cossack songs of Dnipropetrovsk region" to the headquarters of UNESCO.

To sum up, we can state that the main priority of preservation of the intangible cultural heritage is its protection, maintenance, promotion, transfer to the descendants of our ancient traditions of crafts, Ukrainian folklore, and national art. Preservation of national intangible cultural heritage prevails directly and orally transmitted from generation to generation. However, there are other ways to store and deliver it to the contemporaries – through cultural events, publications in collections, output of audio products, video, TV production, Internet.

In addition, the national intangible cultural heritage as a form of social consciousness exists, it is created continuously, it is not only the traditional heritage of past centuries or decades, but the work of contemporaries, its carriers. Culture has no borders, limits of distribution, but always has a creator-author. The creator of national intangible cultural heritage is the people.

The question of preservation of national intangible cultural heritage in the context of globalization requires further research. Now there states of "On Procedure to include the list of elements of the intangible cultural heritage of Ukraine" and the Law of Ukraine "On Protection of Intangible Cultural Heritage" are being developed and implementing of the UNESCO Convention has just started, including an inventory of elements of intangible cultural heritage.

## Література

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