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SYNERGETIC DISCOURSE OF CULTUROLOGICAL CREATIVE PROCESSES IN MODERN UKRAINE

In the article there is a synergetic approach to the study of cultural and creative processes of modern Ukraine, showing the path of synergistic socio-cultural development of regions of Ukraine. It is analyzed the concept of "historical memory" and its importance in ensuring continuity and identity formation. The mechanism of reproduction of historical memory, which is the basis of humanitarian projects NAKKKiM, used in representations of the cultural history of Ukraine. As a result of the research it concerns the cultural synergy of regional identities in Ukraine, the article shows a hierarchical model of national cultural space. These examples of the synergistic approach to the cultural and creative processes show the inclusion of Ukrainian culture in the global context. It reveals the idea of synergy of Ukrainian culture with the dialectic of regional chronotopes and general laws of occurrence, development, transformation of certain ethno-national communities, regions and local areas and their union in a holistic polilogical cultural continuum of Ukraine.

Keywords: discourse, cultural studies, synergy, region, cultural continuum of Ukraine, humanitarian strategy, cultural and creative processes, projects of NAKKKiM

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Синергетичний дискурс культуротворчих процесів у сучасній Україні

У статті визначається синергетичний підхід до дослідження культуротворчих процесів сучасної України, виявляються синергійні шляхи соціокультурного розвитку регіонів України. Проаналізовано поняття «історична

пам'ять" та її значення в процесі забезпечення спадкоємності та формування ідентичності. Механізм відтворення історичної пам'яті покладений в основу гуманітарних проектів НАКККіМ, використовується в процесі репрезентації історії культури України. Як результат проведених досліджень проблем синергії культурних регіональних ідентичностей України запропоновано ієрархічну модель формування загальнонаціонального культурного простору. Наведено приклади реалізації синергетичного підходу до культуротворчих процесів, що сприяють включенню культури України у світовий контекст. Розкривається ідея синергії української культури з урахуванням діалектики регіональних хронотопів і загальних закономірностей виникнення, розвитку, трансформації окремих етнонаціональних спільнот, регіонів, локальних місцевостей та їх полілогічного об'єднання у цілісний культурний континуум України.

Ключові слова: дискурс, культурологія, синергія, регіон, культурний континуум України, гуманітарна стратегія, культуротворчі процеси, проекти НАКККіМ.

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Синергетический дискурс культуротворческих процессов в современной Украине

В статье определяется синергетический подход к исследованию культуротворческих процессов современной Украины, показываются синергические пути социокультурного развития регионов Украины. Проанализировано понятие «историческая память» и его значение в процессе обеспечения преемственности и формирования идентичности. Механизм воспроизведения исторической памяти положен в основу гуманитарных проектов Национальной академии руководящих кадров культуры и искусств (НАРККиИ), используется в процессе репрезентаций истории культуры Украины. Как результат проведенных исследований проблем синергии культурных региональных идентичностей Украины предложено иерархическую модель формирования общенационального культурного пространства. Приведенные примеры реализации синергетического подхода к культуротворческим процессам, которые способствуют включению культуры Украины в мировой контекст. Раскрывается идея синергии украинской культуры с учетом диалектики региональных хронотопов и общих закономерностей возникновения, развития, трансформации отдельных этнонациональных сообществ, регионов, локальных местностей и их полилогического объединения в целостный культурный континуум Украины.

Ключевые слова: дискурс, культурологія, синергія, регіон, культурний континуум України, гуманітарна стратегія, культуротворчі процеси, проекти НАРККиИ.

Historical memory is essentially an expression of the process of organization, preservation and restoration of the past experience of the people of the country. States for possible use their history lessons in human activities today or to return to the sphere of influence of social consciousness. In this situation, historical memory is often personified and through evaluation of specific historical personalities it forms impressions, opinions that there is a special value to the minds and behavior of the person and the community in a given period of time.

"Constructing History" is the determining factor for the formation of national identity that sacred historical events, outstanding personalities symbolism of this process, the combination of rational and irrational it allows you to put this issue on the level of Jungian archetypes sample. It may explain the acute problem for Ukraine joint reflection and experience history. S. Trebst, a renowned German historian, researcher of post-communist societies rightly points out politically motivated of the two mega-projects. He noted that Ukraine is "the only CIS republic where the culture of memory has become an important battleground between the two major political camps – the post-communists and national-liberals" [5].

Ukrainians overcome difficult path breaking stereotypes demythologization views on his historical existence, learns to assess their national history, and not strangers categories. This transformation of the collective consciousness, after all, should provide valuable result – finally "nationalize" the historical narrative in society to establish a common view of Ukrainian history, and thus help the nation to unite around its future prospects.

Voluminous historical experience belongs to the reproduction that is associated with life personality, her entourage. The concept of national heroes, geniuses and talents of their activities remains in the collective historical memory as a kind of museum.

It is significant that records not only contemplative attitude to history, but also a desire to contribute to the preservation of its values, objects and characters. Memory creates identity through its mechanisms, memory, forgetting, preservation, reproduction, retransmission, etc. [1].

Save is an act long fixing certain amount of community perceptions of the past. And it is not a passive storage of collective memories, and the dynamic process of hard cultural creation that provides active processing of historical material by applying generalization, systematization, detailed specification etc. During the conservation community "assigns" its past, its residual axiological content. Stereotypization and individual representations permanently are brought into line with the values and worldview attitudes of society by repeating historical images. The mechanism of reproduction of historical memory we have laid as the foundation of humanitarian projects of НАКККіМ, representations used in the History of Culture of Ukraine, their sources were documents and artifacts of Ukrainian culture. The mechanism ensures the continuity of historical memory and identity collective representations of the past.

Today, many domestic and foreign scientists are using the theory of L. Gumilev for objective scientific interpretation of historical national processes on the planet. The centre of his concept is the notion of "people's passionation" as the level of its genetic isolation and activity. It is as any phenomenon that has a beginning which is a passionate impulse, achmatal and inertial phase, phase breakdown and decay. Pas-

sionate impulse arises, as always, as a result of internal processes of ethnic groups. Increased passionation ethnic and sub-ethnic system even more, a positive result only if the ethnic and cultural domination.

We believe that today Ukraine is in the passionate phase and has sufficient resource passionary energy. Therefore, there is some evidence vitality of its citizens, which influence the phenomena of phenomenal history of Ukraine.

The theoretical awareness and development of the problems of cross-regional local and cultural identity, socio-cultural design modern technology as the basis of synergetic transformation and integration of regional identities, need further scientific studies. The author's classification of the main factors of ethnic cultural dynamics and transformation of regional identities contributes to their synergistic integration of a holistic cultural continuum united Ukraine in terms of modern world glocalization.

National Revival that it is going through Ukraine, like many other countries of the modern world, can not be reduced to a simple restoration of cultural heritage of previous eras. It requires a special vision of national culture. This feat resurrection has not passed yet and is a cross-cutting, universal life for the nation and therefore for all humanity. "The way of four freedoms" the EU proposed – a way through the strengthening of the role of culture. It's no doubt that the preservation of national identity of each state is the main condition for the existence of the EU. This path selects Ukraine integrating into the European cultural space.

Therefore, the participation of Ukrainian scientists in international conferences humanitarians and cultural perspective, enriching their experience of Ukrainian achievements in education, public relations and organization of humanitarian actions, dissemination of scientific and educational experience of Ukrainian scientists in European space conducive to the expansion of transnational strategies humanitarian Ukraine.

As a result of the research problems synergies regional cultural identities of Ukraine: South (Odessa region), Center (Kyiv region) and West (Lviv, Zakarpattia). It is developed a hierarchical model of national cultural space, which has three different levels of integration components with consistent expansion of the boundaries of the local Regional Studies meta-history:

I (the highest) level: meta-historical is a regional culture as a part of the global cultural space;

II level: national is a regional culture as part of the national cultural space;

III level: local (base unit allocation cultural space) is a local culture in the structure of local culture of the region.

Each level reveals the inner meaning of a particular cultural phenomenon that consistently extends to higher distribution level cultural space, so there is an integrated global cultural space integrity, richly arranged inside.

As example of the synergistic approach and the inclusion of Culture of Ukraine in the global context NAKKKiM presents part of the International Association of EVA. The international scientific community EVA – Electronic Imaging & the Visual Arts ("Electronic Images and Visual arts") is organized by VASARI Enterprises (UK) in 1989 on behalf of and financial support of the European Commission of the Company. Conference EVA is interdisciplinary and multidisciplinary set of local and global events for IT professionals new technologies cultural environment of society. The organization, support and work conferences EVA, the participations of organizations of world and European levels, ministries and agencies of the host countries, organizations implementing European projects are analyzed.

Participants of the conference are representatives of international projects, research organizations and educational institutions, museums, libraries, archives, developers and manufacturers of computer software, information products etc. This variety of institutions and experts from different fields of activity reflects the main purpose associations and conferences EVA is an association in the global information space efforts of all of people who seek assistance of modern information technologies and open humanity to preserve for posterity national cultural heritage which the World Heritage. Activities of Association EVA provide international integration of theoretical and practical achievements of all kinds of scientific, educational and productive resources in the field of national and world culture. The organization globally initiates international cooperation of research and educational institutions, promotes and supports the participation of regions in joint projects and promote conservation national heritage. Conducting within conferences EVA curricula and training contributes to the training of qualified culture the experts in the field of multimedia technology.

In 2002 EVA conference was the first held in Kiev in the International Scientific Center of Information Technologies and Systems UNESCO, National Academy of Sciences and Ministry of Education and Science of Ukraine. EVA Conferences in Berlin and Florence Ukraine (NAKKKIM) presented national musical rarities which were the manuscripts of the seventeenth and eighteenth centuries. National Library of Ukraine Vernadsky tests the multimedia presentation, selected partesnoe concerts of Nicholas Diletsky, the most prominent figure in Slavic music of the second half of the seventeenth century. There are spiritual concerts of Artemy Vedel [6].

Interregional integration levels in multi-system model of national culture, characterized the project "Transformation of education and culture: tradition and modernity", which covered three regions: Center (Kyiv region), South (Odessa region), Western Ukraine (Lviv, Mukachevo).

NAKKKIM launched in 2009 interregional project "Art Education of XXI century: Theory and Practice" attracted later Odessa National Music Academy after A. Nezhdanova, Department of Culture and Arts, Lviv National Ivan Franko University, Mukachevo State University, Chopin University of Music in Warsaw.

The annual spring conferences, exchange of educational and artistic experience of printing materials research [2; 3; 4] led to the development of a national concept of art education that reflected in the creative development of leading scientists, these forums permanent members: the idea of Shevchenko and Modernity (O. Roschenko, O. Markova), phenomenological epistemological integrity and unity of aesthetics, music and education (A. Pavko), in search of artistic education management Ukraine XXI century. (S. Volkov), sociological and cultural ideas of universalism in the Slavic tradition of enlightenment (V. Lychkovah), synergetic methodology (A. Yakovlev) (see Conference proceedings [2; 3; 4]).

Component local level in the model of the cultural space of Ukraine is represented in the study: K. Antonova "Socio-artistic Activities of M. Lysenko in cultural space of Kyiv", K. Davydovsky "Creative Activity of Kyiv R. Glier Institute of Music in shaping of the cultural and artistic environment of Kyiv (1991-2010)" and A. Kravchenko "Odessa chamber-instrumental Art in the cultural space of Ukraine" performed in NAKKKiM. They demonstrate the art of Kyiv and Odessa as a basic unit of local national culture of Ukraine.

Thus, the overall picture of national culture as a complex multicomponent system emerges using spatial modeling, which involves a detailed study of the main structural units of distribution of cultural space – a city, a region, a country that also serves as part of the whole and integrity, as subject and object. The main task of present synergistic approach in the study of cultural space is to understand the being of the nation, including all material and spiritual achievements.

In the present model the idea of synergy Ukrainian culture revealed considering dialectics chronotops of regional and general patterns of emergence, development and transformation of certain ethnic communities, regions, local owners and their associations polilological holistic cultural continuum in Ukraine – Ukrainian united national image in the globalized world of XXI century. It is out of independent Ukraine in the European post-industrial space makes using of the expansion of international relations as a means of dialogue between cultures in a global context.

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