



KAPITEL 15 / CHAPTER 15
DEVELOPMENT OF CULTURE AS A COMPONENT
OF SOCIAL WORK IN RURAL AREAS
РОЗВИТОК ГАЛУЗІ КУЛЬТУРИ ЯК СКЛАДОВОЇ СОЦІАЛЬНОЇ РОБОТИ НА
СІЛЬСЬКИХ ТЕРИТОРІЯХ
DOI: 10.30890/2709-2313.2021-07-09-005

Introduction.

Culture has always been a powerful means of consolidating society, consolidating national consciousness, cultivating patriotism, restoring historical memory, strengthening interethnic harmony, and establishing peaceful relations. Such its functions become especially important at a time of building a democratic, legal state, creating a civil society with high humanistic ideals and universal values, because this is the path Ukraine has taken after independence.

In the XXI century, as never before, the huge innovative potential of a culture capable of radically changing people's lives has manifested itself. This is primarily due to scientific and technical culture. According to experts, modern scientific and technological progress leads to the fact that every 5-6 years there is a change of generations of technology. This means that people's professional knowledge and skills, their way of life and needs must change accordingly. At the same time, the enormous danger of the spontaneous development of culture, the use of the achievements of human creativity in narrowly selfish interests, to create new tools and forms of human oppression became clear. Therefore, one of the most important tasks of specialists in the field of culture, the general public, heads of state is to develop and implement a well-thought-out cultural policy, ie policy in the field of culture, which defines cultural development goals, basic principles, methods and means of regulating cultural processes in modern society (19).

Radical changes in the cultural sphere, due to democratic and market transformations, have contributed to the emergence of various cultural actors - institutions, organizations, enterprises and cultural centers based on both state and non-state forms of ownership, increasing the activity of creative unions, national and cultural societies, public organizations interested in the renewal of cultural and artistic life, the revival of traditions of national culture. Despite this, today in the Ukrainian state the cultural sphere is in a difficult, crisis situation. Ensuring public access to cultural and artistic values remains a significant problem. The processes of spiritual degradation of society are noticeably intensifying. In this regard, it is important to rethink the state policy in the field of culture in order to provide the necessary conditions for the support of national culture as a basis for the progressive development of society. Despite the increase in the number of subjects of state policy in the field of culture, there is a need to find new approaches to the organization and management of cultural processes. Of particular importance is the formation of such a model, which would be based on the establishment of a constructive dialogue and close cooperation between public authorities and government and the public, their interaction in addressing cultural development, which corresponds to the specifics of



the cultural sphere, its development and is important formation of civil society in Ukraine.

At the same time, culture is one of the factors creating opportunities for human well-being and development, which is one of the main tasks of the social worker profession, so the relevance of the study becomes obvious.

15.1. Social worker as a carrier of culture

In modern domestic research to some theoretical and practical aspects of the study of culture as part of the work of a social worker, public policy in the field of culture turn VP Andrushchenko, Yu.P. Bogutsky, ID Bezgin, OA Гриценко, В.М. Даниленко, I.M. Dziuba, M.G. Zhulynsky, C.I. Zdioruk, VG Кремень, В.М. Litvin, S.V. Mayboroda, AO Ruchka, OM Semashko, VA Skuratovsky, P.I. Nadolishniy, IF Nadolny, MV Popovych, GP Chmil, SA Chukut and others.

The authors argue that culture forms an active, creative intellect and high spirituality of the individual, the intellectual potential of the people, which is the main condition for society to new levels of civilization, but recognize that the difficulties and miscalculations in socio-economic, political transformations, shortcomings in solving many problems of public life in the period of formation of market relations in Ukraine is not that the reforms are insufficiently developed or do not meet the needs of man, society as a whole. To a large extent, they are due to the fact that for the successful implementation of reforms Ukrainian society still lacks an established system of relevant worldviews and values, mature national identity, which are formed primarily through the constant work of people of certain professions, including social worker, and state cultural policy. Together, they are the main factors in the economic, political and spiritual revival of Ukraine in general.

In addition, research on priority areas of social work is carried out by the International Federation of Social Workers (IFAS) and the International Association of Schools of Social Work (IASR), which in 2014 adopted the Global Definition of Social Work. This document consists of two parts - its own definition and comments to it, which explain the tasks, principles, key theoretical concepts of social work (22).

“Social work is a practice-based profession and academic discipline that promotes social change and development, social cohesion, activation and liberation of people. Central to social work are the principles of social justice, human rights, collective responsibility and respect for diversity. Supported by theories of social work, social sciences and humanities, as well as local knowledge, social work involves people and structures to solve life's problems and improve well-being. The above definition can be strengthened at the national and / or regional levels ”(22).

The main tasks of the profession of "social work" are to promote social change, social development, social cohesion, as well as the empowerment and liberation (expansion of freedoms) of people.

Social work is a practice-oriented profession and academic discipline that recognizes that interrelated historical, socio-economic, cultural, territorial, political, and individual factors create opportunities and / or barriers to human well-being and development. Structural barriers contribute to inequality, discrimination, exploitation



and oppression.

Development of critical consciousness through understanding of structural sources of oppression and / or privileges based on criteria such as race, class, language, religion, gender, intellectual or physical disability, cultural or sexual orientation, and development of effective strategies to address structural and personal barriers, are key in the liberation (emancipatory) practice, the task of which is to inspire and liberate (expand freedoms) people. By showing solidarity with those in need, social work aims to overcome poverty, liberate the vulnerable and oppressed, and promote social inclusion and social cohesion.

The task of promoting social change is based on the fact that the intervention of social work should take place when there is a current situation - at the individual level, at the level of family, small group, community or society - that needs change and development. This challenge is driven by the need to challenge and change the structural conditions that lead to marginalization, social exclusion and oppression. Social change initiatives recognize the role of human factors in promoting human rights and economic, environmental and social justice. Social work also supports social stability as long as such stability is not used to support the marginalization, social exclusion or oppression of any particular group of people.

The concept of social development involves the implementation of such intervention strategies that ultimately form the desired framework for state and political contexts, in addition to the more popular approaches - residual and institutional. Social development is based on interventions that go beyond the division into micro and macro levels, including numerous system levels and intersectoral and interprofessional cooperation aimed at ensuring sustainable development. Priority is given to socio-structural and economic development; this does not support the generally accepted view that economic growth is a necessary condition for social development (22).

15.2. The field of culture in the socio-economic development of rural areas

Laws and mechanisms of development of the socio-cultural sphere today are studied by specialists in various fields of knowledge - philosophers, culturologists, teachers, physicians, economists. The development of world civilization, the introduction of new technologies, electronic technology leads to an increase in human free time, and consequently, the development of socio-cultural sphere, ie sectors of the economy that meet the socio-cultural needs of man.

Market transformation of the economy requires awareness of the role of culture not only as a producer of cultural values, but also as one of the factors of economic development of society. The development of culture and art creates the preconditions for the increase of national wealth, which contributes to the improvement of living standards.

Socio-cultural sphere is a complex, multifaceted and ambiguous concept. Some authors define this area as a set of enterprises that produce a product related to human life, and in this case, the socio-cultural sphere includes many sectors of the economy, even such as automotive, household appliances and more.



Others invest in the concept of socio-cultural sphere of a set of enterprises that perform socio-cultural functions that are important for the cultural level of society, in this case, the socio-cultural sphere includes a rather narrow list of enterprises: theaters, libraries, museums, clubs.

Thus, there is still no consensus on the nature and composition of the socio-cultural sphere. The Fundamentals of Ukrainian Legislation on Culture states that activities in the field of culture are carried out on a professional or amateur basis in the manner prescribed by these Fundamentals, the legislation of Ukraine on enterprises, entrepreneurship, commercial organizations and associations, as well as legislation governing specific activities in sphere of culture.

Economic relations arising from the production, distribution, exchange and consumption of economic goods cover the sphere of culture to the extent that it needs for the functioning of economic resources. Thus, culture itself becomes a sphere of economic activity and, producing cultural values, goods and social circulation, becoming an element of reproduction of human abilities, labor, as well as a means of leisure and recreation. Thus, it affects the nature, effectiveness and scale of economic activity.

Under the socio-cultural sphere, in our opinion, should be understood as a set of industries whose enterprises produce goods and services necessary to meet the socio-cultural needs of man (27).

This industry is represented by a network of cultural, educational, artistic and entertainment institutions, the main functions of which are to raise public awareness, develop a free harmonious personality, preserve and enhance cultural heritage, return lost historical monuments, organize leisure, etc.

Due to changes in socio-cultural needs in society, the composition and structure of the SCS is being transformed. These and other reasons explain its extraordinary mobility.

According to the classification of E. Diskin (7), there are 18 types of institutions that produce and sell products, as well as three types of enterprises involved in creating the material and technical base of culture:

1) cultural and educational institutions (clubs, libraries, museums, parks, zoos, leisure centers);

2) exhibition halls;

3) theatrical and entertainment organizations (theaters, concert organizations, circuses);

4) educational institutions of out-of-school aesthetic education (children's music, art schools, art schools, choreographic schools);

5) higher and secondary special educational institutions (conservatories, institutes of culture, cinematography, choreographic schools);

6) cinema network (cinemas, cinemas, video libraries);

7) rental bases and offices; film studios; publishing houses; editorial offices of newspapers and magazines; enterprises of the printing industry; book trade establishments;

8) telegraph and news agencies; radio and television editorial offices; home radio; TV studios and TV centers;



9) recording studios; enterprises for the production of CDs and CDs.

In addition, the sphere of culture and art included:

- 1) specialized restoration enterprises and workshops;
- 2) enterprises for the production of film equipment, musical instruments, lighting and sound equipment, attractions, specialized technological equipment for equipping cultural institutions, mass media, leisure;
- 3) enterprises of folk arts and crafts.

Due to new phenomena in the field of culture and leisure, this list can be supplemented by the following institutions:

- organization of trade and excursion services;
- new show business organizations; gambling business; modeling and advertising agencies, etc.

Equally important is the consideration of possible approaches to the classification of SCS organizations. The classification can be based on the following features:

- a) form of ownership;
- b) type of product (result of work);
- c) the main activities (functional feature);
- d) the method of economic activity.

Consider in more detail each of the above features:

- a) classification by forms of ownership

Until recently, cultural and educational institutions belonged to different owners and departments. For example, there were state houses and palaces of schoolchildren and youth, state, trade union and collective farm clubs, libraries, palaces and houses of culture.

Today, the state monopoly on almost all types of socio-cultural activities has been destroyed; trade unions and other public organizations lost control of most of their institutions, some of which became the property of local authorities, and some were privatized.

At the same time in the SCS there is the emergence of organizations that have a private or mixed form of ownership (casinos, nightclubs, travel, advertising, modeling, magazine agencies).

Thus, according to the form of ownership, SCS institutions are now classified as:

- state property - state;
- municipal property - municipal;
- private property of legal entities and individuals - private.

- b) classification by type of product

On this basis, there are SCS institutions that:

- a) produce material products;
- b) provide material services;
- c) provide services that have a possible material (including financial) result;
- d) provide mainly intangible services;
- e) carry out mainly trade in objects and means of culture.

Group "a" should include companies for the production of CDs and CDs: art



studios and workshops, factories of folk crafts and souvenirs, printing houses, film studios, as well as workshops for the production of theatrical props and decorations, film and video equipment, musical instruments etc.

Group "b" includes specialized restoration companies and workshops; audio and video recording studios, photo studios.

Group "c" includes all gambling organizations: casinos, sweepstakes, billiard rooms, slot machines and computer games.

Group "g" is quite multifaceted. It can be divided into three sub-groups depending on the types of intangible services (cultural, educational and information).

The first subgroup includes: theaters, museums, philharmonics, exhibition halls, clubs, leisure centers.

To the second - out-of-school educational institutions of aesthetic education, secondary special and higher educational institutions.

To the third - libraries, archives, advertising and news agencies.

Group "d" includes art salons and shops, antique shops and benches; shops selling musical instruments, CDs and cassettes; book trade, etc.

All the above subgroups are quite mobile and can move into each other.

c) classification by target area of activity

The functional feature is extremely important and applies mainly to the field of intangible services.

All areas of socio-cultural activities can be divided into two groups:

- 1) cultural education and artistic creativity;
- 2) recreation and entertainment.

Cultural education means the activities of archives, libraries, lecture halls, educational activities of various special educational institutions, relevant club work, some types of cognitive tourism.

Artistic creativity is the activity of art institutions (theaters, concert organizations, philharmonics, circuses), creative activity of trade union artists, sculptors, masters of folk arts and crafts, amateur art (children, adolescents, adults), etc.

In turn, show business, gambling and gaming businesses and other leisure facilities are mainly engaged in recreation and entertainment of the population.

d) classification by method of economic activity

This feature in the classification of SCS institutions is extremely important for understanding certain differences in the economic mechanism, the specifics of their financial and economic activities, which are due to the priority of economic or substantive aspects.

As a branch of economy, the socio-cultural sphere has specifics both in the production and sale of the product, and in the functioning of various institutions and enterprises in this field. The market economy divides all SCS institutions, depending on their goals, into commercial and non-commercial, and both of these groups, having common characteristics of the product, also have different economic mechanisms of their activities.

In the current conditions in Ukraine in many industries the monopoly on production of social and cultural services is broken. Along with the states, private



institutions appeared: tourist bureaus, advertising agencies, mass media, independent TV channels, newspapers, magazines, radio stations, theaters.

15.3. Provision of the rural population with cultural objects

An important place among the social transformations in the countryside is cultural service, spiritual needs, the nature of leisure and the organization of life of rural residents.

With the formation of market relations in the development of culture there were both positive and negative moments. The first should include openness, awareness, the emergence of new types and forms of service. In the field of culture there is an institution of private property, which allows a certain part of the population to get jobs and wages. That is, a new source of income is being formed here - entrepreneurship, individual labor activity, which contributes to the growth of self-employment, and so on.

The negative aspects include, first of all, the continuation of the residual principle of public funding. Despite the fact that only in 2010-2020 the total amount of expenditures on culture has more than doubled, their share in total expenditures, as well as in GDP remains quite low. This has affected the reduction of the network of relevant institutions, the reduction of the share of fixed assets in this area, both in the economy in general and in the socio-cultural sphere in particular, as well as the provision of cultural facilities (28).

Currently, there are about 13,000 clubs and 1,000 cinemas in the village. Over the past 10 years, their number has decreased by 40%.

Only about a quarter of Ukrainians (27%) believe that children in their community have enough opportunities for creative and artistic development. At the same time, residents of large cities positively assess these opportunities 5 times more often than residents of villages. This is evidenced by the results of an all-Ukrainian survey (6).

Most houses of culture and village clubs have not been repaired for decades and need to install a heating system, drainage system, overhaul, upgrade equipment, furniture, equipment. Such costs are disproportionately high for the budgets of newly formed communities.

In addition, culture has always been funded on a "residual basis". And now funds continue to be allocated to address pressing community issues. Subventions received by communities as part of the reform were aimed at repairing the road surface, upgrading utilities, water supply, and landscaping.

As a result, in less affluent communities it is simply not possible to maintain cultural institutions and provide quality cultural services to the population. And this can lead to the fact that depressed areas may be left without cultural institutions, without cultural and artistic programs and projects.

Another painful problem facing villages, towns and small towns is the so-called "staff shortage". Low wages and lack of professional prospects in rural areas do not help to attract professionals to work in positions in the field of culture. In more affluent OTGs, as well as in settlements that have become community centers, there



is often at least a team of directors, artistic directors, leaders of groups that organize cultural life in the community. But in small villages in houses of culture and village clubs, everything is based on the enthusiasm of only one person who has worked in this position all his life. She is also a director, artistic director, leader of all clubs, and sometimes a technical worker.

In the course of decentralization, the responsibility for maintaining these institutions fell on the shoulders of the united communities (OTG). No mechanisms of state support in this sense were provided. At the same time, communities do not have the right to exclude houses of culture and village clubs from the basic network of cultural institutions without the consent of the Ministry of Culture. And if they do not get the consent of the ministry, then they are forced to at least formally maintain institutions, which may not even function (2).

The decline of culture is especially noticeable in Kharkiv, Dnipropetrovsk, Donetsk, Sumy, Zaporizhia regions, where the presence of cultural institutions is about a third of the need. The Zhytomyr region is approaching these regions, where in 3 years it has become 23 clubs less, the situation in the Odessa region is not much better. , where the club network was reduced by 20 establishments, as well as in Sumy, where it decreased by 20 rural clubs. These objects have traditionally been preserved (80% or more) in the regions of the Western region of the country.

In Ukraine, the regulations of 1997-1998 still apply to the preservation and support of the network of club facilities in the countryside as important centers of cultural life. Thus, the number and structure of this network of cultural institutions is determined and regulated by the resolutions of the Cabinet of Ministers of Ukraine "On minimum social norms of providing the population of Ukraine with public libraries" (№510 of 30.05.1997) and "On norms of providing the population with club institutions" (№ 1775 of 12.11. 1998). However, these documents do not take into account either the demographic changes that have taken place in Ukraine over the last twenty years or the unification of communities in the framework of decentralization reform. Yes, there are situations when in a small village there is a large room of the house of culture, which is almost not used. Conversely, there are houses of culture, where events are constantly held with the participation of the whole community.

At the same time, along with many negative phenomena in the rural club "economy", in recent years there have been positive changes. First of all, it is a reduction in the rate of reduction of the club network, even its stabilization. Currently, the closure of clubs in rural areas is only due to the breakdown of premises, population decline, the transfer of cultural institutions from balance to balance.

In some regions there is a tendency to increase the number of club establishments. Their network has grown the most in the Volyn region. A slight increase in the number of clubs is observed in Dnipropetrovsk, Mykolaiv and Cherkasy regions. 30 rural club establishments were transferred to the best premises, 38 establishments, which were previously maintained by agricultural enterprises, were transferred to the communal property of territorial communities. Finally, 9 club institutions of the trade union system were transferred to the balance of local cultural



bodies. The process of further determining the new status of the club is underway. Among the innovative institutions are more than 300 Palaces of Culture, more than two thousand folk houses, more than 500 specialized club establishments (Houses of folklore, folk art, recreation, crafts, etc.).

Creation of such models of club establishments gives the chance to cooperate material, financial, personnel resources and to use them rationally. In these institutions, progressive forms of work organization and remuneration are being introduced, due to which the volume of financial revenues from various sources, including paid services, has increased, and the material and technical base has been strengthened.

In order to stabilize the club network in most regions and districts, many cities have developed and approved regional programs for cultural development, a set of economic measures aimed at stimulating their economic independence, providing rural residents with maximum opportunities to meet informational, educational, cultural and leisure needs.

The provision of rural residents with libraries has also decreased compared to 2010 and is 50% of the need. The largest percentage of library reductions is in Dnipropetrovsk, Sumy and other regions. Ivano-Frankivsk, Ternopil, Chernivtsi and Cherkasy regions have retained their book collections by more than 80% of their needs.

Libraries are intended to be information, educational, cultural and leisure centers of settlements, but the implementation of these functions has become much more difficult with the reform in 1997 of local governments. Under this reform, libraries lost centralized state support and switched to local government, which led to the full or partial decentralization of library systems. The material and technical base of libraries is deteriorating, they need to be repaired or modernized, almost all of them are not heated. Limited funds do not allow you to subscribe to the required number of periodicals and replenish book funds. Villagers do not buy books, because their prices are too high for the average peasant, in addition, there is no book trade in the village. There is no need to talk about the availability of information or Internet centers in rural areas. Thus, in relation to a villager, his constitutional right to free access to information is violated.

On average, more than half of the rural population uses library services for education, recreation, self-education, and information, including more than a quarter of children under 14 years of age.

The service area of a large part of rural libraries includes several settlements, 0.5 km away from the library. up to 10 km. Due to financial difficulties, the system of servicing the inhabitants of peripheral rural settlements with mobile vehicles and forms is not functioning. Studies have shown that in such conditions it is difficult to satisfy the diverse interests of readers.

Paid services could be of some help in solving these problems, but the attitude to them in different libraries is very ambiguous: from positive to completely negative.

Public opinion research shows that the successful operation of the library largely depends on the personality of the librarian, who needs to establish close ties with businesses, institutions, businesses, advertise, offer their services, promote the village



library through the media.

At the same time, solving the main problems: the formation of full-fledged funds, heating, renovation of premises, restoration of library equipment, raising the salaries of rural librarians - require solutions at the state level.

There is a need to create a state program for the development of socio-cultural sphere of the village, which will define the role of the library as a basic institution for the development of education and culture in rural areas.

In this situation, the village library (even with its very slow renewal fund) remains the only free, and therefore most accessible to the broadest sections of the population (including the socially disadvantaged) information and cultural center of the modern village. In extremely unfavorable conditions, it continues to perform its functions, looking for ways to survive and further develop.

At the time of the declaration of state independence, Ukraine inherited from the Ukrainian SSR an extensive network of film services, which included settlements of all levels - from large cities to villages. Organized during the Soviet era on the principle of a rigidly administratively controlled vertical, the film network, however, began to undergo radical changes in its management even at the turn of the Soviet Union. Thus, in 1991, the transfer of cinemas and cinemas to the ownership of rural, township, city, district in the cities of territorial communities, and film distribution - to the regional communal property, effectively eliminated the former vertical of cinema management. Since then, all the responsibility for ensuring the proper functioning of film venues has fallen on local authorities.

Of course, further transformation processes in society, a significant increase in the cost of operation of cinema networks and a decrease in the solvency of a large part of the Ukrainian population had a negative impact on the future of the film service system. The positive developments that began in the late 1990s have been almost entirely limited to the development of the city's cinema network. The quality of film services for the rural population is negatively affected not only by the reduction of the film network in rural areas, but also in district centers.

Currently, unfortunately, in most oblasts there are no utilities for film and video distribution, which has a rather negative impact on the quality of rural film services. The analysis of the state of film service to the population of most regions of Ukraine shows the lack of attention of local governments to compliance with state guarantees in the field of providing film services, especially in district centers, small towns and villages. The regional programs for improving the film service of the population adopted and approved by the relevant decisions of local self-government bodies due to their inadequate financial support from local budgets are practically not implemented.

Today, film service in small towns and rural areas has virtually ceased, there are no film and video distribution companies that must provide film copies of cinemas and cinemas, serve children, take measures to promote and promote domestic films.

Imperfect legal framework (in particular, the current Budget Code of Ukraine and tax legislation) has led to the fact that at the local level the fate of a film institution is decided without taking into account the opinion and conclusions of film industry experts.



In order to restore the film service of the population in rural areas, it is necessary to fully re-equip rural cultural institutions with video projection complexes and create multimedia cinemas in district centers and small towns at the expense of state budget subventions to local budgets. This will increase the availability of film products for viewers, resulting in increased revenues from film screenings.

Today, the priority tasks in the field of film service in Ukraine are to maintain the existing network of film screenings and film distribution, provide viewers with access to film services - especially to works of national cinema - to provide full funding for regional film services (especially in rural areas). First of all, it is necessary to ensure unconditional compliance with national legislation in the field of cinema.

There are about five thousand different museums in Ukraine. During the years of independence, the number of museums has more than doubled (9).

The growth of the museum network in rural areas was mainly due to the transfer of museum departments and branches to the status of legal entities.

Museums that store museum collections and museum objects that are state property and belong to the state part of the Museum Fund of Ukraine are listed in the annex approved by the Cabinet of Ministers of Ukraine dated February 2, 2000 N 209 "On approval of the list of museums that store museum collections and museum objects that are state property and belong to the state part of the Museum Fund of Ukraine "(24).

If in terms of the number of museum institutions rural museums make up 35.6% of the total number of museums in Ukraine, then in terms of the number of storage units - only 2%, ie only 225005 out of 11447069 museum items of the Museum Fund of Ukraine.

The condition and problems of the museum industry in the countryside are typical for the industry as a whole. Among the most acute problems are:

- unsatisfactory condition of the material and technical base of museums in the regions, including unsatisfactory condition of many museum buildings in rural areas;
- lack of a centralized scientific and methodological center for providing consultations and developing the necessary documentation for museum activities;
- imperfect regulatory framework for museums and reserves;
- Lack of a clear mechanism to control the use and preservation of monuments of the non-state part of the Museum Fund of Ukraine.

To improve the state of the museum industry it is necessary:

- to improve scientific-analytical and information-methodical support of museum work, etc .;
- introduce new paid services that would meet the requirements of visitors;
- legally regulate issues related to the preservation of monuments of the non-state part of the Museum Fund of Ukraine;
- conduct a comprehensive survey of the museum's stock and the state of preservation of monuments;
- resolve issues of financing the industry and strengthening the material and technical base of museums;
- accelerate the process of computerization of the industry;



- to create an effective system of training, retraining and advanced training for the museum industry, to introduce a multilevel system of training.

Preventing further deepening of destructive social processes in rural areas involves intensifying the development and gradual implementation of a set of legal and organizational-economic measures, which will be based primarily on real demand and supply of social services at the micro level, ie strengthening the regulatory influence of local governments. functions of local authorities and regional and national authorities in solving problems of social development of rural areas.

15.4. Problems of organizing cultural and mass work in rural areas

The market of cultural services is constantly evolving, the quality of which is constantly changing and not always for the better. The stagnation of socio-cultural enterprises is reflected in general on the state of culture, education and, accordingly, on the intellectual life of society.

With an extremely low level of income, which allows to meet only the minimum physiological needs, businesses seek to increase income, preferring to work by reducing leisure time spent on the consumption of cultural goods. This is exactly what is observed in our reality, and as a result, the permitting needs of the majority are minimized. In recent years, there has been an absolute decrease in consumption of services of all cultural and arts institutions. At the same time, the speed and scale of the reduction, according to some indicators, were lower than in 2010-2015.

The intensity of declining public interest in traditional cultural services has intensified during the reforms. The largest rates of decline were recorded in the film service, which is due, in addition to economic factors, the impact of new types of leisure available at home for more people.

As a result of unemployment (especially young people) and the lack of civilized forms of recreation and leisure, there has been an increase in crime, alcoholism, drug addiction and other social ills of society, especially in rural areas and small towns of our country.

For a clearer understanding of the situation in the field of culture, it should be borne in mind that cultural institutions in the Soviet state were created not to preserve folk traditions, but to convey to each settlement the ideology of the then only Communist Party. That is why most concert programs and library collections are hopelessly outdated and are not used today.

Today in Ukraine on the basis of club establishments there are more than 90 thousand amateur collectives. We use the repertoire of Ukrainian authors, classical and modern works by foreign composers, sounds authentic folklore. The main amateur genres have been preserved and continue to develop: choral, musical, choreographic, theatrical. More than 20,000 amateur groups have the title of "folk" and "exemplary", which is awarded in order to further intensify and encourage the activities of amateur groups of cultural institutions, institutions, enterprises with the assistance of trade unions, organizations and associations of trade unions, their participation in amateur creativity, revival and increase of national culture, artistic heritage of the Ukrainian people and a high level of performing skills in accordance



with the Resolution of the Presidium of the Federation of Trade Unions of Ukraine N P-6-16 of 21.09.2006.

The resolution indicates that the title of "folk group" is awarded to groups (theatrical, musical, choral, vocal, choreographic, circus, pop, folk, fine and decorative arts, film and photography, etc.) for achievements in the development of amateur art, from increasing the heritage of national culture, artistic heritage of the Ukrainian people and a high level of performing skills. Before being awarded the title of "people's team" are the winning teams, graduates of at least two international, national, city, regional festivals, exhibitions, etc., which:

- have achieved high performing skills, are noted for their originality;
- form highly artistic repertoires and constantly replenish them with the best examples of domestic and foreign art;
- implement creative programs, identify and support talents, develop individual creative abilities of team members;
- annually create at least one performance, film (theater groups, film studios), present a concert program from two departments (choral, vocal, choreographic, orchestral, folklore, circus and other groups), renew at least one exhibition of works, photo studios, studios of fine and decorative arts);
- provide advisory and methodological assistance to teams and associations, managers and specialists engaged in a particular type of creative activity with preparatory groups.

At the same time, cultural institutions have not only premises and material and technical base (although not modern), but also employees who know the community well and know how to organize it to participate in important cultural and educational events.

Recently, there have been quite negative trends in the quantitative and qualitative composition of employees in the field. The largest reduction in the number of employees in the field of recreation, entertainment and culture was in 1995-1997 - by 45 thousand people, later the number of average full-time employees in the field was somewhat stabilized. Today, cultural institutions are staffed mainly by employees who, unfortunately, do not have professional education and relevant qualifications. This is due to the fact that graduates of secondary and higher educational institutions of culture often change their chosen specialty due to low wages in cultural institutions.

In the field of culture, the number of employees who graduated from higher education institutions of 1-2 and 3-4 levels of accreditation was 36.8 and 32.8% of the total number of full-time employees, respectively.

Despite the economic hardship, minimal budget funding, delayed wages, lack of necessary modern technical means, many cultural workers are still trying to overcome the crisis, looking for new forms and methods of work, new structures of organic cultural activities. The reformed economic mechanism, based on market relations and independence of enterprises, can function effectively only if the main role in it will be played by enterprising, responsible, honest employees.

The staffing situation has improved somewhat. High level of provision of specialists in Ternopil (95.4%), Zaporizhia (81%), Dnipropetrovsk (80%), Vinnytsia



(79.6%), Kharkiv (78.8%) oblasts. In club establishments of Volyn, Rivne, Kharkiv and Khmelnytsky regions the provision of specialists is over 60%.

In the vast majority of oblasts, monthly scholarships for creative youth and awards for creative achievements in various fields of art have been introduced.

One of the options for the transformation of outdated clubs is the creation of multifunctional "hubs", ie cultural, educational and entertainment centers, which combine the functions of a library, a computer club, a public space for communication and a place for cultural and entertainment measures.

This approach is already used by some communities. Thus, in Terebovlya OTG of Ternopil region, 5 Centers of Culture and Leisure were created, which unite all 25 villages of OTG and the administrative center of the community and provide a wide range of services. The premises of the former village clubs continue to function, they host events, but they are not separate legal entities. And their employees are considered instructors of the center. Similarly, in Ilyinskaya OTG of Vinnytsia region, all libraries and houses of culture were united under the coordination of the Center of Culture, Arts and Aesthetic Education.

Pursuant to the Decree of the President of Ukraine of March 19, 2005 "On state support for the training of specialists for rural areas", the Ministry of Culture and Tourism has established an annual quota of places for the training of specialists from rural youth within the state order. In most regions of Ukraine, faculties of the State Academy of Management of Culture and Arts have been opened, distance learning has been introduced, which allows for retraining and raising the professional level of specialists for club-type cultural institutions.

However, a number of unresolved issues remain in the activities of club facilities, the main of which is insufficient funding. The low level of knowledge of club specialists on economic and economic work slows down the activities of club institutions in market conditions. The analysis shows that 33% of club specialists have more than 30 years of experience, 40% - more than 20, 20% - more than 10 years, 7% - more than 5 years. This indicates the need to involve young people in work in the field, able to ensure the work of club facilities in modern conditions.

The work of specialists, leaders of creative amateur groups is insufficiently encouraged. They receive almost no incentive bonuses to their salaries. In almost every region, the problem of underemployment of club employees is acute. To date, no normative act has been adopted that would extend the norms of social protection to employees of club facilities that already exist for employees of libraries, museums and teachers of schools of aesthetic education.

In order to eliminate these issues, the Ministry of Culture and Tourism proposed amendments to the Law of Ukraine "On Culture", which were adopted by the Verkhovna Rada of Ukraine in 2021, in particular - to give club employees the right to remuneration for conscientious work and exemplary performance of duties and material assistance to address social issues. Promotes stabilization of the network of club establishments and their full functioning implementation of the resolution of the Cabinet of Ministers of Ukraine "On prevention of closure of socio-cultural facilities in rural areas" of September 6, 2005. culture, focus funds from various sources to strengthen the material and technical base.



Club establishments play a significant role in attracting the broadest sections of the population to the heritage of traditional culture and amateur art. Ukrainian folk art is a great treasure of our people, it conveys the worldview, national psychology, the richness of the spiritual and aesthetic world. The era of globalization brings with it not only the benefits of modern civilization, but also the danger of impoverishment, and even the loss of cultural and artistic diversity of mankind, and therefore - the undermining of the very roots of this culture. Ukraine still has these healthy roots, and it is the duty of society and the state to preserve them and create conditions for the growth of folk culture.

In recent years, folklore and ethnographic expeditions and scientific and practical conferences have somewhat revived in Ukraine. These are international and all-Ukrainian festivals of folklore and traditional culture, in particular the international festival of children's folklore "Rolling bag ..." (Kuznetsovsk, Rivne region); folklore festival "Polissya summer with folklore" (Lutsk); folklore festival "Kalynove summer on the Dnieper" (Komsomolsk, Poltava region); festival of folk art in the framework of the Sorochyn Fair (village of Velyki Sorochyntsi, Poltava region); Festival of Lemko culture "Bells of Lemko region" (Monastyriska, Ternopil region), International festival of Ukrainian glory "Kulchytsy-Fest" - in the village. Kulchytsy, Sambir district, Lviv region; International Festival "Epics of Ancient Kiev IX-XI centuries." - in the village of Kopachiv, Obukhiv district, Kyiv region; All-Ukrainian festival of rural youth "Kupalska extravaganza" - in the village. Chagars of Husiatyn district of Ternopil region, International festival of artistic creativity "Holosiivska spring", (Kyiv) and others.

The revitalization of the development of art in rural areas is often joined by social workers, who create so-called centers of public activity - structures that can unite, unite, develop the community. The center of public activity can provide legal education, because, especially in small settlements, the population is legally uneducated; plan events important for community and village development; to introduce models of social and economic development (development of rural green tourism, program of contracting of agricultural raw materials, etc.); organize celebrations in cultural institutions that will help restore and preserve local cultural traditions

Centers of public activity on the basis of cultural institutions, having received the appropriate skills and information, can implement local models, such as rural green tourism. It is the locals who know the history and culture of the region in such a way as to draw public attention to it and its problems, and even to give cultural and mass events of cross-border significance. Indicative in this sense is the example of the western regions of Ukraine, where the intensification of rural green tourism is combined with festival activities and is actively developing, combined with foreign cooperation, which, incidentally, allows rural communities to earn money.

Thus, according to R.Yu. Mylyan (17), the European Borders Neighborhood Days are held annually on the western borders of Ukraine. organizations, authorities and local governments at various levels. Youth festivals, festivals of national dance and folk music, and festivals of nativity scenes are held here as part of cross-border cooperation. These programs are implemented with the financial support of the EU,



which allows the development of local village councils and NGOs.

Another way to overcome the problems of cultural development in rural areas is the untapped opportunities for community cooperation. According to the Law of Ukraine "On Cooperation of Territorial Communities", communities can use the mechanism of cooperation of territorial communities. The law gives territorial communities the right and opportunity to solve common problems or implement joint projects through formalized cooperation on the basis of an agreement. This mechanism can be used in various fields, including culture. For example, communities can jointly create and maintain a cultural institution. Also, under a contract, one community can provide cultural services to the population of another (for example, to provide education for children at a local art or music school).

Conclusions

Thus, the work identified that the market transformation of the economy requires awareness of the role of culture not only as a producer of cultural values, but also as one of the factors of economic development of society. The development of culture and art creates the preconditions for the increase of national wealth, which contributes to raising the living standards of the population.

In addition, at the present stage of development of Ukrainian society, culture is one of the tools of European integration. By developing the sector of cultural industries, modernizing cultural policy and improving the mechanisms of its implementation, it is possible to outline the dimension of successful foreign policy, which is today European integration, and bring our country closer to the desired European standards. And the experience of European countries shows the importance of the participation of the cultural sector in the development of civil society and in the economic growth of the state, ie in the domestic political life of the country (13).

With the formation of market relations in the development of culture there were both positive and negative moments. The first should include openness, awareness, the emergence of new types and forms of services, including the institution of private property, which allows a certain part of the population to get jobs and wages, to form a new source of income - entrepreneurship, individual employment, promoting self-employment, etc. . The negative aspects include the continuation of the residual principle of state funding of culture. Despite the fact that the total amount of expenditures on culture has more than doubled in the last 10 years alone, their share in total expenditures, as well as in GDP, remains rather low. This has affected the reduction of the network of relevant institutions, the reduction of the share of fixed assets in this area, both in the economy in general and in the socio-cultural sphere in particular, as well as the provision of cultural facilities to the population.

It is a pity that the income level of rural residents is extremely low, which makes it possible to meet only the minimum physiological needs and minimize the permitting needs. At the same time, businesses seek to increase their income, preferring to work by reducing leisure time spent on the consumption of cultural goods. Thus, in recent years there has been an absolute decrease in consumption of services of all cultural and artistic institutions. As a result of such unemployment



(especially young people) and the lack of civilized forms of recreation and leisure, there is an increase in crime, alcoholism, drug addiction and other social ills of society, especially in rural areas and small towns of our country.

Preventing further deepening of destructive social processes in rural areas involves intensifying the development and gradual implementation of a set of regulatory and organizational and economic measures, which will be based primarily on real demand and supply of social services at the micro level, ie strengthening the regulatory influence of local governments. functions of local authorities and regional and national authorities in solving problems of social development of rural areas. The priority areas should include: ensuring the proper functioning of rural cultural institutions, as well as state support for the provision of cultural services to villagers; implementation of the provisions of the UNESCO Convention for the Safeguarding of the Intangible Cultural Heritage; preservation and targeted state funding of the legally recognized necessary network of cultural institutions (clubs, libraries, local museums); use of the existing infrastructure of culture and art for the needs of creation in rural areas of educational complexes that will allow not only to keep their specificity, but also to increase the level of their financing, to make it more attractive for the population; Improving the staffing of cultural institutions through the involvement of young professionals, creating working and living conditions for them, in particular, through the implementation of regional programs related to providing young people with housing, utilities, socio-cultural services, health improvement, etc. These problems need to be addressed in stages.

The bearer of the potential of the peasantry is the youth. The future cultural development of each individual rural settlement depends on it. Particularly socially active in the villages are the so-called "rural intelligentsia" - people, usually with higher education, including social workers, who are a role model for the rest of the population. Others gather around such people, they are the "center" of the cultural life of the community.

In such conditions, professional training of future social workers, education of the highest cultural level is especially important. Mastering the secrets of beauty of singing, music, dance, ethics and aesthetics, public speaking, as well as meetings with outstanding talented people of Ukraine will help in this, and also - will preserve universal values, cultural customs and traditions, create new, beautiful and eternal.