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RESTORATION OF THE CULTURAL SPHERE OF UKRAINE: REGIONAL CHALLENGES

The beginning of the XXI century was a real test of maturity for the Ukrainian state and its society. The Orange Revolution of 2004-2005, the revolution of dignity of 2013-2014, Russia's aggression and temporary occupation of Crimea and parts of Donetsk and Luhansk regions in 2014, and Russia's great open war against Ukraine in 2022 - each of these upheavals opened up new opportunities for Ukraine, but also created challenges and caused losses.

Currently, the artistic activity of cultural organizations is undergoing a significant transformation due to Russia's aggression against Ukraine. There are urgent requests of society to change the direction of the repertoire policy of cultural institutions, so there is a need to develop and create a new body of works and projects, this, in turn, requires separate funding or full preservation of creative teams. In particular, we are talking about the need to create a Ukrainian-language national cultural product in conditions of limited resource potential, reorient the repertoire to social and psychological support for the country, promote Ukrainian voices and the Ukrainian agenda abroad.

Now the significant problem of the cultural sphere is the lack of complete information about damage and destruction of cultural and educational institutions in the field of culture due to the inability to quickly record them by citizens and authorities.

The lack of highly professional cultural personnel due to the loss during military operations is also an urgent problem. Some employees and teachers of art schools are unable to continue their studies or teaching due to financial problems.

In addition, the main problems that arise in the field of culture in Ukraine include:

- the need to liberalize the working conditions of cultural organizations of state and municipal ownership, as well as to ensure sustainable funding for independent cultural institutions;
- problems with the financing of the cultural sphere, which leads to instability in funding;
- loss of staff and graduates of art schools of all forms of ownership due to their outflow;
- lack of digital skills in the field of culture;
- the need to strengthen social protection of creative self-employed persons;
- geographical shift in demand for cultural and educational services due to mass migration of the population;
- the need to develop the digital aspect of the work of cultural institutions;

restoration, rebuilding and reconstruction of damaged buildings belonging to cultural organizations.

It is also important to solve the problem of barrier-free access to cultural and educational institutions for people with special needs. In general, the cultural sphere faces numerous challenges in the context of military aggression, which require urgent measures to solve them.

The restoration of Ukraine means not only recovery after the devastating hostile influence, but also the restoration of a full life in cities and villages, as well as the formation of a new economy that takes into account new realities - the constant threat of war from Russia (it is important to realize that this threat also exists from Belarus, which today, in fact, is a satellite of the Russian Federation)

Taking into account these challenges, it is necessary to consider possible ways to ensure the sustainable functioning of the cultural sphere in Ukraine. It is recommended to actively introduce digital technologies, promote digital work skills training, and increase social protection for cultural workers. All possible efforts should be made to restore and restore cultural heritage, in particular damaged sites, to ensure access to high-quality cultural and educational services.

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ЦИФРОВИЙ СУВЕРЕНІТЕТ ЯК ОСНОВА РОЗВИТКУ НАЦІОНАЛЬНОГО БІЗНЕСУ

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