The article gives a detailed analysis of the theoretical projection of the problem (formation of the phenomenon of "street art" on the border of folklore and experience of professional art) and the practical need to expand the concept of street art in its historical diachrony in the study and teaching of world and domestic culture.

The main idea of the articles is a comparison of medieval street art with its folklore and, in part, ancient origins, as well as the establishment of points of contact with the future Proto-Renaissance world. The article emphasizes that religious-Christian consciousness prevailed in medieval Europe, and this meant a radical change in worldview. Being ceased to be perceived as an "eternal whirlpool": the eschatological concept of the Bible prompted us to realize the temporality of the material world and the need to find ways to Eternity. Thus, street art, which used to be a signification of the everyday interests of citizens, has now received the status of a "signpost to Heaven", expressing a predominantly pious spiritual search for the urban community. This can be seen even in various inscriptions, signs, craft communities, etc. At the same time, phenomena marginal to the dominant church culture, such as "carnival culture", which condensed the hedonistic motives of pagan heritage, developed certain traditions of chivalric culture and were sometimes an echo of heretical teachings, are carefully analyzed.

This article reports the results of a medieval street art as a powerful component in the formation of European culture and contributed to the involvement of broad sections of uneducated citizens in the spiritual life of the era. This situation largely became the foundation of the formation of the Renaissance process.

The article is of great help to a more detailed and in-depth study of this important historical and cultural phenomenon.

Key words: *street art, graffiti, Middle Ages, liturgical drama, performance.*

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THE IDEA OF THE SOCIO-CULTURAL WORLD: UNIVERSITY LIBRARY IN THE DIGITAL AGE

For centuries, the library has embodied one of the greatest intellectual achievements of mankind. Determining the horizon of university research libraries and librarianship, as a rule, is considered in the perspective of their institutional development. The article considers the problems of library business in the conditions of formation of information society in Ukraine. The analysis of the scientific and information base of the research reveals that the leading topics in the scientific literature are the issues of material and technical support of libraries, financing of the library industry, introduction of innovative management in library services, training of library specialists. The general conclusion of this investigation is as follows: the problems of development of university libraries are a mirror of the problems of information progress of Ukrainian society and education in Ukraine.

Keywords: *information society, institutional approach, university library, book culture, Alexandria library, culture of library service.*

University libraries are important in the formation of the Ukrainian scientific community. Along with traditional functions, providing information and library services to users, the formation and development of funds, the university library promotes innovation in education, it is the university library is a leader in ensuring the principles of academic integrity, it is university libraries are an important component in research.

The degree of scientific development of the problem of development of the university library. Current issues of university library development and professional training in Ukraine are represented by a large array of scientific research. This study highlights the latest scientific work. Among them we note the works of I. Zhuravlyova [4], T. Kolesnikova [5], S. Chukanova [13]. This intelligence also takes into account the views of the professional community, which considers the problems and specifics of the development of university libraries "from the inside". Among them we pay attention to the works of L. Andronik [1], Y. Dobrolyubskaya [2], N. Lavrishina [7], M. Medvid-Chiriban [8], M. Pochinkova [9], A. Tovt [12].

Analysis of the state of the studied issues leads to the following conclusions:

The dominant feature of research is the institutional approach to the studied problems.

The concept of library and book collection are identical [11, p. 196], therefore, the university library is a book collection.

The possibilities of servicing the users of the university library are determined by its information-technological equipment [7, p. 5].

The status of the university library depends on the level of accreditation of the higher education institution [8, p. 2].

Acquisition of the book fund or book supply is one of the main tasks of the university library, the solution of which depends on the effectiveness of its work [12, p. 3].

The users of the university book collection are first of all students, teachers, as well as organizers of the educational and scientific process [1; 4; 5; 7, p. 2; 8; 12, p.; 2].

Thematically, the study of librarianship is divided between such areas of research as library science, bibliography, bibliography, reading science. Specialists and scientists address the issues of improving the regulatory framework, modernization of technological capabilities of the library. Research attention is focused on national specifics, international experience, service standards, information component of the library vocation of the library in modern society. The issue of the socio-cultural world of the university library is the latest and has not been in the focus of attention of domestic scholars.

The aim of the study. To generalize the tendencies of development of modern university library in the conditions of informatization of society.

Research methodology. The question of the socio-cultural world of the university library fits into the tradition of the phenomenological project of social theory. In this exploration, it is implemented taking into account the following tasks that meet the purpose of the study:

Generalization and critical analysis of the institutional approach to the study of the state and prospects of development of university libraries, taking into account the context of the formation of the information society in Ukraine.

Generalization and retrospective analysis of models of university libraries, with clarification of current features of the university library.

Generalization and definition of characteristic features, which indicate the state of development of university libraries and outline the prospects for their further development.

Presentation of the main research material. The starting point of this study is to serve users of the university library. To delve into the problem and identify the issues on which our

understanding of the case depends, we recall that we live in an era when the concepts of smart cities, smart homes, etc. are implemented, and, therefore, we can say that the concept the university smart library is next in line, and the ability to cover it depends on the perspective in which the library business can fit in the conditions of informatization of society. A characteristic feature of the perception of the institutional development of libraries and librarianship in Ukrainian universities is the emphasis on supporting the publishing activities of scientists, information and bibliographic services for all categories of users, students and academic staff, employees and workers of the university. The institutional reception of the university library and the development of service culture is based on issues of logistics and financial support from the budget and grants, as well as evaluation of the university library to the regulatory framework governing and directing the activities of higher education institutions.

Another important area of the institutional approach is the introduction of theoretical developments in information management and marketing, primarily in the field of information and library services. In our opinion, in this way there is a rethinking of the basic principles of library services. Determinants in this case we consider the commercialization of scientific and educational activities in Ukraine, the regulatory requirement for innovative development and informatization. Among the ideas that summarize the vision of a modern university library are the belief that libraries in the information society are becoming information centers, and university research libraries – the centers in which the information culture of future professionals. These conceptual representations outline the formation of the library in the information society from the standpoint of the institutional approach.

The modern vision of the university library is a resource. It is based on the assumption that the main mission of the university library is the accumulation, representation of information resources of higher education. We believe that the popularity of the resource vision is due to the dominance of cultural a priori pre-digital era, including the belief in the determination of social relations material and technical basis of social development, as well as the objectification of social relations in the structure of material and spiritual needs. In our opinion, the aprioriism of the pre-digital age in combination with the resource vision leads to blocking the sustainable development of university libraries, and, consequently, the understanding of library affairs. We are convinced that it is important in the process of transforming university research libraries to understand the situation in which libraries in modern Ukrainian universities find themselves. And in order to overcome the bias of resource vision, researchers should focus on the issue of library standards, among which the current place is occupied by the issue of customer service.

A notable modern interpretation of the service culture is the introduction of the concept of user, instead of the concept of the reader. The disappearance of readers and their transformation into users is explained by another cultural a priori of the pre-digital era. According to him, the process of informatization is relevant to the increase of digital devices and software implementation. The sources of this attitude come from the first wave of informatization, which in the early 1960s manifested itself in the creation of the concept of the information society as a strategic development of modern society. This understanding of the future is naively optimistic, when the assessment of information technology capabilities was based on convergence theories. Domestic scientists and worldviews of leaders of science, education, as well as decision-making at the legislative level show that the leaders of the concept of information society, as a rule, do not take into account the differences between the concept of information in digital and pre-digital age. The purpose of a particular society, and not to provide universalist characteristics of social development, i.e. the concept of information society was used to pose problems, not for the purpose of statements. In addition,

domestic scientists and promoters of the information society do not take into account that the concept of the information society is not a scientific description, but is a marker in determining the strategic direction of certain policy decisions. Therefore, the culture of library services in university libraries should be considered as an element of the socio-cultural world of the scientific university library.

The determining factor in the reform of the culture of service is information technology, as in modern societies the latest information infrastructure of university research libraries has been formed. Staying in library halls is not considered an inevitable component of the style of scientific work and study, as a modern university library is an information institution that exists in the registers of the real physical space of the university and in virtual reality.

As a result of the introduction of information and computer technologies, the augmented reality of the university library environment is gradually forming. Thus, in modern society there are changes in the structural and functional level, which will inevitably have institutional consequences. Because the deep informatization of the university library environment changes the norms of librarianship, reorienting it from a standardized, established, classical model of reader service to the latest styles, which are primarily based on the latest model of information activities.

In the conditions of informatization its main functional purpose remains unchanged – information support of educational and research processes of the institution of higher education.

The priorities in the characteristics of the library change from the user's point of view: from the completeness of the library fund, efficiency and quality of service to such categories as the quality of communication and ease of search. And a modern library is unthinkable without electronic documents and services that support them.

The basic function of the electronic library is to form a collection of documents recorded on various media and arranged quite arbitrarily in space. Priority is given to the ability of the electronic library to serve an electronic resource of a local or remote user.

According to the current Law of Ukraine "On Libraries and Library Affairs" (dated 27.01.1995 № 32/95-VR with changes and additions) «accounting, storage and use of documentary and information units in library funds is carried out accordingly to the rules approved by the Ministry of Culture of Ukraine» [10]. It follows from this responsible and socially important task that libraries, first of all, should organize funds, provide users with wide access to them, as well as no less important task – to ensure the preservation of documentary resources. It is important that the formation of the library fund with the help of computer and information technologies is an urgent task of the library business. This process is accompanied by a number of problems, such as copyright enforcement, preservation of electronic documents, technical solutions in the provision of documents.

To understand the socio-cultural world of a modern university library, it should be borne in mind that a distinctive feature of the modern library thesaurus is the inclusion in circulation of such categories as "library mission", "online learning", "academic integrity", "scientometrics" and more. They reflect the new realities of university libraries, which, in our opinion, relate to changes in the culture of reading. In the modern world, the culture of reading is transformed from the practices of traditional paper book reading to the "electronic" culture of reading-searching, audio-listening, reading-informing. To understand the meaning of these innovations, they should be considered not only as concepts that have entered the daily life of the university library; they denote new realities that fit into the functional activities of university libraries and affect the meaning of the library business itself.

In the established research of academic culture in Ukraine, book culture is one of the forms of expression of human cultural needs. Starting from a certain stage of institutional

development of university libraries in Ukraine, the problems of library informatization come to the fore. With some reservations, in our opinion, we can talk about the dynamics of transformation of the university library, which over the past ten years in Ukraine has made a big step in the direction from pre-digital to digital organization of its life.

The library service of the pre-digital age was based on its documentary and information support, which in the digital age was supplemented by information networks. Today, information networks provide users with access to book editions in paper and electronic formats. Hence the steady growth of universalization of library services in combination with the processes of digitization of funds and automation of book publishing. A modern university library should not only meet the cultural and information needs of its users, but also be a center for the production of information products at the university. The modern librarian combines not only the traditional functions of a "mediator-conductor", but also must act as a researcher, be a manager and be able to promote their own business on the Internet and social networks. All this, in our opinion, is evidence of the growing intensity of library work and results in architectural changes in the socio-cultural world of university libraries.

For centuries, the library has been the embodiment of one of the greatest intellectual achievements of mankind. The situation of changes and transformations is not something exceptional for library life. We will only outline certain stages of such transformations. The prototype of university libraries, in our opinion, were the book collections of philosophical schools of antiquity. Although not every school of philosophy had its own collection of books. Among those who noted the Academy founded by Plato and founded by Aristotle Lycaeus, it should be noted that in the late antiquity the philosophical schools of Athens were united, and, consequently, a joint book collection was to emerge. Although this process of systematization and ordering of scientific and philosophical heritage ended not in Athens, which became an open-air museum, but in Alexandria, Egypt. It was not only a collection of books, but also received the status of a center of world research. Phenomena such as Aristotle's Metaphysics are connected with the Library of Alexandria, and all the scientific and philosophical heritage of this great philosopher has come down to our time thanks to the efforts of the librarians of Alexandria, Homer's works and Alexandrian poetry, Alexandrian mechanics and Euclid's geometry.

The Library of Alexandria is a reference example of the socio-cultural world of libraries of the Ancient Times. Its typological features are determined by the special relationship between the library and government, the library and the community of scholars. The mission of the library was religious, as the library functioned in direct interaction with the cult of the Muses. Therefore, the library was an institution whose main task was to collect "beautiful" things». Metaphorically, the library of antiquity was the center of the symbolic universe, the form of which were papyrus books. Authorities created libraries and granted privileges to librarians. For example, the chief custodian of the Library of Alexandria had to take care of the upbringing of the heir to the Egyptian throne [2, p. 153]. However, we believe that the authorities did not support libraries out of pure will to act as patrons of art and literature. Book culture was the core of a bureaucratic system of government based on writing. It is no coincidence that in Athens, where democracy is established, at the dawn of the Greek ancient classics, in 540 BC. The first Pisistrat public library in the history of Europe was formed in the 15th century BC [15, p. 36]. The connection of mass writing was a necessary condition for the establishment of polis democracy, because written laws established a new format of relations between government and society. The need to implement the principles of election of power required a mass written culture. Simultaneously with the democratization of society, literature is invading religious experience. Thus, in the period from the seventh to the third or second century BC, religious experience and practice are "literalized."From the "pisistratic

edition" of the epic poems "Iliad" and "Odyssey" to the Septuagint. Thus, the socio-cultural world of the ancient library is the place where the process of world creation takes place. The decline of the first democratic polis, and later the Roman republican forms of government also contributed to the reassessment of the values of intellectual life. It is becoming more and more individual. And personal book collections become a form of creating a personal symbolic universe. In this perspective, it is significant that personal scientific collections, when it's time to form a national education, science, library system, become the basis of university libraries. For example, at the University of Bologna, when Luigi Fernando Marseille, creating the Institute of Sciences, donated his own scientific collection of texts, including 900 oriental manuscripts. And from this was laid the first fund of the University Library of the University of Bologna [14].

Christian book culture grows out of the denial of ancient freedom of thought, religious tolerance, individualism. It should be noted that the Christian community, beginning with the systematic destruction of the ancient heritage, as ancient literature was perceived as "pagan", was able to integrate ancient book culture and adapt it to the needs of Christian preaching. However, free movement in the symbolic universe of literature was censored. Remains of ancient book culture were taken under the control of monasteries and later orders. In 1451, Pope Nicholas V established the Apostolic Library in the Vatican, which, in our opinion, should be considered a protophenomenon of national libraries. From this time, quattrocento, libraries no longer belong to the book collections preserved in monasteries, but become centers of intellectual life open to scientific work. The struggle for intellectual freedom also took place in the direction that public and municipal libraries began to appear in Europe. Thus, in 1525 the doors of the Public Library of Magdeburg were opened, in 1527 – the Municipal Library of Lyon, in 1528 in Bern, in 1560 – the Deventer Athenaueum in the Netherlands, in 1571 the Lawrence Library was opened in Florence [15, p. 36]. The process of creating national library institutions took more than five hundred years. The creation of a national library system and the development of science are the starting point for the formation of university libraries. Thus, in 1211 a school was founded in Riga for the education of the clergy at the Dome Cathedral. In 1524, under the influence of turbulent events caused by Martin Luther's public speech against the Pope in 1522 and a message to the inhabitants of Riga, Revel, Tartu, a library of the city of Riga was established in Riga on the basis of books confiscated from Jesuit colleges. In this status, the library existed until 1945. In the sub-Soviet and post-Soviet era, after many upheavals, during which the library was named Academic, in 2006 the library became the Academic Library of the University of Latvia [6, p. 231]. Thus, the example of the Academic Library of the University of Latvia, which is one of the five oldest libraries in Europe, concludes that university libraries have a non-linear history, but they are always part of the national library system. You can even ask the question: why do nations need libraries, if the national government comes from public activists, show business, or radicals from social networks, the national bureaucracy no longer develops a document management system, but must introduce information technology, and «the symbolic universe of the Gutenberg galaxy» Absorbed the Web?

An unambiguous answer to this question cannot be given. In the conditions of formation of information society and development of information there is a continuous process of transformation of library establishments and establishments. We can say that university libraries are constantly and irreversibly changing. They change from the inside, in their spatial organization, externally, structurally. And the study of various areas of transformation of the university institutional library is a relevant area of research and development at various levels. In the presented research only the first step is made.

Conclusions. It should be noted that in the pre-digital era, university libraries were an

integral part of the national library system, in the digital age, the university library joins the global network, which is dominated by visual content and social networks.

At the present stage, the activities of library institutions in higher education institutions in Ukraine are influenced by the following factors:

The process of informatization of public relations and institutions (mentioned above).

The process of reforming domestic education, which is carried out, inter alia, through the introduction of foreign experience and, above all, European standards in the activities of educational institutions and establishments.

An ongoing process of reducing the number of users, the cost of acquisition and the number of employees involved in libraries.

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ІДЕЯ СОЦІОКУЛЬТУРНОГО СВІТУ:
УНІВЕРСИТЕТСЬКА БІБЛІОТЕКА В ЦИФРОВУ ЕПОХУ

Впродовж століть бібліотека втілює одне з найбільших інтелектуальних досягнень людства. Визначення горизонту діяльності університетських наукових

бібліотек та бібліотечної справи, як правило, розглядається у перспективі їхнього інституційного розвитку. В такій оптиці на перший план в науковому баченні виходять проблеми бібліотечної справи, що засвідчується актуальними напрямками досліджень в галузях бібліотекознавства, книгознавства, бібліографії, читачезнавства. Аналіз науково-інформаційної бази дослідження виявляє, провідною тематикою в науковій літературі належить питанням матеріально-технічного забезпечення бібліотек, фінансування бібліотечної галузі, впровадження інноваційного менеджменту в бібліотечне обслуговування, підготовка спеціалістів із бібліотечної справи.

Констатовано, що в цілому робота бібліотек в Україні залишається заорганізованою і щільно регламентованою, бо бібліотеки як соціальний феномен в Україні залишаються залежними від системи бюджетних розподілів і на інституційному рівні є отримувачем видатків. На наш погляд, стан бібліотек в інституційній інфраструктурі наслідує підрадянську традицію фінансування культури за «залишковим принципом». Непередбачуваним наслідком сприймання бібліотеки як «залишкового» фактору інституційної інфраструктури є те, що суспільство не може скористатися перевагами які надають бібліотеки їхньому інституційному розвитку.

Проведене дослідження соціокультурного світу університетських бібліотек засвідчує, що в інформаційну епоху бібліотека залишається одним із осередків інституційного розвитку інформаційного суспільства. Саме бібліотекам належить провідна роль в формуванні як культурно-історичної пам'яті, так і в реалізації стратегії інноваційного розвитку освіти. І той стан, в якому перебувають бібліотеки в Україні, ступінь їхньої інтегрованості до світової бібліотечної Мережі відображають дійсне положення справ у процесі становлення інформаційного суспільства в Україні. Відтак, проблеми розвитку університетських бібліотек є дзеркалом проблем інформаційного поступу українського суспільства і освіти в Україні.

Ключові слова: інформаційне суспільство, інституційний підхід, університетська бібліотека, книжна культура, Александрійська бібліотека, культура бібліотечного обслуговування.