

PREFACE

The modern globalized world makes the problems of preserving the achievements and functioning of culture be the most acute ones. Today, there are positive processes of developing the conditions and environment for the society's formation with the culture playing the dominant role. Increasingly, global politics relies on such concepts as "dialogue of cultures", "tolerance", "cultural diversity", and "world's culture". There have been actualized the studies concerning the issues of new types and kinds of culture, the problem of common human values, and the preservation of the world's cultural heritage as a basis for the existence of humanity in the future.

Today, culture is becoming a defining element for many spheres of social development, a systematic basis for the intellectual integration of a modern discordant man. Culture preserves the social and historical memory, a person's individuality, while drawing him/her to the world values. However, despite the obvious importance of culture as an integral part of society and the only possible way of human existence, it is in the state of crisis today. One of the reasons for this situation is a change in lifestyle as well as in the social and cultural paradigm of the human behaviour. This determines the need to identify new trends in the modern society culture's development, to analyse the peculiar social and cultural picture of the emerging world, and others. Time poses the challenge for the humanities, including theories and history of culture, to find new approaches to studying its internal sources of development, the peculiarities of the culture-forming processes within society, the polyaspectivity of the art phenomena's nature, and the comprehensive study of the contemporary social and cultural situation as a whole. Unfortunately, knowledge of the culture is still rather theoretical and descriptive than practical. But the social sense is at the stage of rationalizing knowledge about culture and society, which makes it possible to realize the significant role of the social and cultural factors in the social transformation process, to influence the social and cultural dynamics processes, to carry out their targeted regulation.

The collective monograph offered to the reader is an attempt to present culture as a major factor of the individual's development and self-realization, the society's humanization, and the preservation of the people's national identity, as an important indicator of the society's quality and at the same time being the measurement of the human's spiritual and value development.