

MODERN MUSICAL CULTURE OF UKRAINE IN THE CONTEXT OF DIGITALIZATION OF SOCIETY

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The beginning of the 21st century is characterized by the rapid development of digital technologies, which have significantly influenced all spheres of social life, including art. One of the most important factors in the transformation of modern culture was the use of social networks (such as Instagram, TikTok, YouTube, Facebook, etc.) to distribute artistic product. This has formed a new communicative space and changed the ways in which artists and audiences interact: artistic activity goes beyond traditional institutions – theaters, concert halls, museums, galleries or publishing houses. Artists, musicians, actors, photographers and others gain new opportunities for creative self-realisation and the promotion of their own work. Art is increasingly integrating into the digital environment, where visibility, the speed of information transmission and interactivity become the defining characteristics of the cultural process. Today, artists can establish their presence and present their work to a wide audience independently, gaining followers and recognition without the involvement of professional intermediaries. To achieve this, it is enough to create a social media page and publish content regularly. The digital space fosters the democratisation of art, making creativity more accessible to both creators and audiences [3].

For musicians, social networks have become a virtual concert stage. Live streams, video performances and creative blogs allow them to maintain constant contact with listeners [1]. At the same time, new demands are being placed on artists: professional skills are no longer the only thing that matters; the ability to attract attention, create visually appealing content, and keep up with current trends has also become vital. A key feature of contemporary art is its multimedia nature. The combination of visual, musical, textual and audiovisual components gives rise to new artistic forms and genres. Digital art, interactive performances, multimedia installations, online concerts and virtual exhibitions are becoming widespread. As a result, art becomes more dynamic, accessible, and oriented towards the mass consumer. Furthermore, social platforms contain a substantial amount of educational material – masterclasses, lectures, online concerts, arts

courses and professional advice – which stimulates self-education and enhances professional skills [2].

Despite numerous advantages, the impact of social networks on art also carries negative consequences. Frequently, the greatest attention is received not by a professional artistic product, but by content that fits current trends and quickly captures users' attention. Another issue is the simplification of artistic content. Due to the fast pace of information consumption, users prefer short and vivid content. This can lead to a loss of depth, emotionality and artistic value of works. Additionally, the issue of copyright remains relevant. In the digital space, artistic works are easily copied and shared without the author's permission, creating obstacles to the protection of intellectual property [5].

One of the hallmark features of digital culture is interactivity. Unlike the traditional model of artistic communication, where the viewer or listener mostly remains a passive observer, modern social platforms allow the audience to actively interact with the artist: to comment on their work, participate in online discussions, create their own interpretations of artworks and share cultural content.

Social networks have opened up a range of new opportunities for art. They help to popularise national culture and the creativity of the younger generation, as well as ensure the rapid dissemination of creative products and access to an international audience. Artists can collaborate with colleagues from different countries, participate in international projects and learn about different cultural traditions [4].

The Eurovision Song Contest plays a significant role in the popularisation of Ukrainian musical culture within the digital space. In modern conditions, it serves not only as a large-scale artistic event but also as a powerful media platform for presenting national culture. For Ukraine, participation in Eurovision has become an essential tool for representing its national musical culture at the international level. Ukrainian performers have repeatedly demonstrated a high level of professionalism, combining contemporary musical trends with elements of national tradition, folklore and authentic culture. A significant phenomenon for Ukrainian musical art was Ruslana's victory in the 2004 Eurovision Song Contest with the song "Wild Dances". The composition combined modern popular music with elements of Carpathian folklore, folk rhythm and theatrical stage performance. The winning performance by the singer Jamala in 2016 with the song "1944" also had a significant social and cultural resonance. This piece stood out for its deep historical and emotional content, raising the theme of the deportation of the Crimean Tatar people. A vital stage in the development of Ukrainian musical culture in the digital era was the victory of the Kalush Orchestra at the Eurovision Song Contest in 2022 with the song "Stefania". The defining feature of this performance was the organic combination of modern musical style with elements of Ukrainian folklore and folk melody. The song gained extreme popularity

on social networks and became a symbol of global support for Ukraine. It is precisely due to social networks that the performances of Ukrainian artists achieve widespread reach in the digital environment. Platforms like YouTube, TikTok, Instagram and Twitter ensure the instant sharing of contestants' performances, behind-the-scenes content, judges' comments and audience reactions. Thus, the contest goes beyond television broadcasting and transforms into a continuous media process that lasts before, during and after the official live broadcast, becoming a significant factor in shaping a positive cultural image of the state. Social networks turn viewers into co-creators of the media space, as users create their own interpretations of performances, analyses, reactions and creative content. Successful performances by Ukrainian artists are actively debated online, which amplifies their cultural impact and ensures a long-term presence in the global media field. This fosters a broader cultural dialogue and enhances the interactivity of the artistic event. Thanks to the active development of social networks, the contest has gained a global information resonance.

In conclusion, the era of social networks has significantly transformed contemporary art and determined new directions for the development of artistic culture. Social platforms have become an essential tool for creative self-realisation, cultural communication and the popularisation of art on a global scale. They contribute to the democratization of the cultural process, the development of intercultural interaction and the expansion of opportunities for arts education.

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