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TRANSFORMATION FIELD CULTURES OF TODAY FOR MIDDLE CATEGORIES IN NEW CIVILIZATION CONDITIONS

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The article deals with the impact of the phenomenon of globalization on the sphere of culture of today for middle-aged people. The aim was to outline the field of cultural transformations triggered by new civilization-globalization conditions, in particular: rapid development of information technologies, problems of communication and identification, erosion of national-traditional values in middle-aged people. On the basis of consideration of the analysis of globalization, as a socio-cultural phenomenon, the correlation of civilizational and cultural factors among the category of middle-aged people is revealed.

Key words: *transformation of culture, globalization, civilizational conditions, cultural studies.*

INTRODUCTION

In today's world, the issue of globalization has a great deal of debate among scholars. There are a considerable number of different scientific fields to interpret this phenomenon. Globalization is a process "during which and through which the decisive influence of geography on social and cultural structuring is abolished, and in which people (the category of middle-aged people) are increasingly aware of this abolition," - such is the famous definition of M. Waters. In the orbit of globalization processes, all spheres of human life are involved - from ordinary life to the production of spiritual and material goods, the realm of cultural creation and the interaction of cultures, values and foundations; all forms of communication, from every day to scientific and cultural [2].

SETTING OBJECTIVES

The purpose of the article is not to solve the problematic circle of "transformations" of transformations of globalization and culture of the present middle-aged category, but to define and define vectors of scientific search.



Finding the answers to these questions requires careful consideration and detailed analysis of globalization as a sociocultural phenomenon, identifying the correlation of civilizational and cultural factors in the category of middle-aged people, considering the cultural analysis of globalization itself. It also needs to identify the correlations between them and the features of the contemporary cultural process in the category of middle-aged people, as well as an analysis of the value core of contemporary local cultures and the possibilities of their dialogue and exchange.

RESULTS OF THE RESEARCH AND DISCUSSION

The development of modern technologies has led to the increase of interaction in all spheres with cultural inclusive. The phenomenon of globalization is particularly evident in the category of middle-aged people. Thus, studies of the globalization processes of the category of middle-aged people are carried out within the scientific disciplines in different fields of knowledge: cultural, sociological, philosophical, political science, etc. Single studies address the impact of globalization on narrower areas of social life and the field, such as: information, linguistic, and environmental. The versatility of the phenomenon of globalization leads to different approaches that reveal only certain aspects and allow to interpret this phenomenon as rooted in the logic of economic and industrial development [3].

Unfortunately, the study of the field of transformation of globalization processes into the sphere of culture and transformation of the cultural being of the category of middle-aged people is still dominated by more evaluative and emotional than balanced research approaches. These problems are addressed by virtually everyone who breaks the topic of globalization. There are few works in which these processes and phenomena would be analyzed in the context of cultural analysis.

B. Adams, Sh. Eisenstadt, R. Robertson, M. Firestone, W. Gunners dedicated their attention to the cultural aspect of globalization. The authors of these studies have focused on identifying and exploring the multidirectional vectors of cultural development dynamics, the hybrid nature of cultural interaction [4].

CONCLUSIONS

Thus, for the formation of contemporary identities, in the middle-aged category, a new policy is needed that would work within the system of cultural values and behavioral models, capable of producing a new discourse of identity. During the time of Modernism, the process of imposing cultural patterns, practiced by the ruling strata, began as normative and the degradation of the status of popular culture to non-culture. Only on the basis of homogenization of the cultural space of individual states was it possible to transform them into modern ones. The formation of nations required cultural unification through the elimination of regional differences, the displacement of local traditions into the periphery of life, the invention of a "common denominator" of the variability of ethnic and traditional cultures.



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ЧЕРНИШ М.

ТРАНСФОРМАЦІЙНЕ ПОЛЕ КУЛЬТУРИ СЬОГОДЕННЯ ДЛЯ ЛЮДЕЙ КАТЕГОРІЇ СЕРЕДЬНОГО ВІКУ У НОВИХ ЦИВІЛІЗАЦІЙНИХ УМОВАХ

У статті розглядається вплив феномена глобалізації на сферу культури сьогодення для людей середнього віку. Метою стала спроба окреслити поле культурних трансформацій, спровокованих новими цивілізаційно-глобалізаційними умовами, зокрема: стрімким розвитком інформаційних технологій, проблемами комунікації та ідентифікації, розмиванням національно-традиційних цінностей у людей категорії середнього віку. На основі розгляду аналізу глобалізації, як соціокультурного явища, виявлено співвідношення в ньому цивілізаційних і культурних чинників, серед категорії людей середнього віку.

Ключові слова: трансформація культури, глобалізація, цивілізаційні умови, культурологія.