

THE ARTIST MODEL IN CULTURAL INTERPRETATION

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Summary

The article reveals the approaches of scientists to understand the phenomenon of the artist in the modern cultural space. The study considers the definitions of the artist model, as well as their essence. The article proposes the author's definition of the term "Artist" in a cultural interpretation. The existence of significant indicators of creatively gifted personality, which are manifested in creative abilities, psychological qualities and value orientations, indicating the high level of the artist in the communicative space of culture. The study is based on general scientific theoretical methods of analysis, which allowed us to work out and explore the concepts of scientists in the formation of the artist model. It has been proven that the artist as a unique creatively gifted personality is the bearer of the initiative principle, the creator of spiritual values and artifacts of culture, which seeks self-esteem in the processes of cultural formation to achieve maximum correspondence in art and culture.

Keywords: creatively gifted personality, subject of modern cultural space, talent, cultural studies, artistic activity, concepts, socio-cultural space.

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1. Introduction

Scientific discourses significantly intensify the research vector on the problems of creative self-realization of personality, which requires maximum attention and consideration in the modern space of humanitarian knowledge. In line with these processes, the study of cultural understanding and revision of established concepts in the conditions of transformation of a cultural and artistic environment is updated. The concept of "Artist" is considered by scientists in various fields of scientific knowledge, but despite the considerable number of research in this direction, the questions about unambiguous definition remain open. Therefore, in the context of this issue, the need for a thorough understanding of the concept of "Artist" in the cultural aspect is updated.

In our research, we aim to analyze the approaches of scientists to understand the concept of "Artist", interpret its essence in the cultural aspect, and present their own definition of this term.

The research methodology is to apply dialectical, hermeneutic and logical approaches. The basis of the work is a set of theoretical general scientific methods of analysis for understanding the concept of "Artist" in the cultural sense.

2. Comprehension in the philosophical direction

Today, there are a significant number of concepts of the artist's phenomenon. In general, in the development of ideas about a creatively gifted person, the question was in philosophical thought and formed key categories. In the direction of these processes, let's look at the established concepts of the terminological apparatus.

The concept of "Talent" is outlined in the "philosophical encyclopedic dictionary". "Talent (from Greek. – Teresa) the human abilities in a certain area of activity, a measure of actualization of his personality are clearly revealed. The indicators of talent are the products of creativity-civilization, technical or spiritual-cultural, which are distinguished by originality and novelty. The features of talent are found to be compared with the phenomenon of genius. Talent is usually limited by one area of activity, genius tends to universality" (*Shynkaruk, 2002: 628*).

The term "Artist" is also mentioned in the "Great Interpretative Dictionary of Modern Ukrainian". "The artist, the one who works in any kind of art. A well-known person is skilled in any business (Master)" (*Busel, 2005: 668*).

Ukrainian scientist L. Huberskyi philosopher believes that the role of creatively gifted personality is extremely large, because artists can influence the course of historical events, causing them to accelerate or slow. Creatively gifted personalities, usually unite the people around them, inspire their ideas and form a common creative power. According to the scientist L. Huberskyi, talent and gifted gift, which cannot fit into the established framework, opening up new opportunities that are often contrary to traditions, forming new means of spiritual and cultural formation (*Huberskyi ta in., 2002*).

According to the scientist Yu. Borev, giftedness involves concentration of attention to life, skills to choose important objects of attention, the ability to record in memory the subject of associations and connections, which are directed by the creative imagination The stage of its growth. Giftedness is the ability to concentrate on decent objects, to take away from the memory of thought, attaching them to a certain order of associations and relationships that are transmitted by creative imagination. The scientist the theorist defines some of the abilities of the gifted personality, namely: expressiveness, associativity, permeability, speed of thinking, ability to switch rapidly from one activity to another, adaptive flexibility, the ability to give artistic form perfect images that give the creation of artistic values. According to Yu. Borev, talent forms artistic values of national and universal importance. The artist creates the highest human values and ideals that are of great importance for all periods of time. Creatively gifted personality is fully expressed in the works of art of quintessence of his time, which is mostly inept in his era. Thus, the genius of the artist is manifested both in the power of the perception of the world and in the power of influence on society (*Borev, 2002*).

3. Reflection in the field of psychology

In the direction of psychological research, scientist O. Kulchytska notes that depending on the degree of giftedness and orientation, each person contributes to the modification of the universe. Yes, one person is a smaller contribution to a certain area of activity, the other is larger, and some are able to comprehensively and globally change the order, old principles and norms, breaking the rules and replacing them with innovative, more efficient and more perfect, and than previous ones. The latter are called creators and geniuses, because only intellectually and creatively gifted persons are able to embody new ideas and achieve prominent achievements

in activity. Artists are creators and innovators who involve events, are able to look at the new things and change the world through some creative work. Creatively gifted personality thinks wider and more closely, see further, forms new activities, involves the future and opens new ways of development in science, technology, influencing the development of society, music and art. According to scientist O. Kulchytska, “talentedness is a complex phenomenon of human psyche, which includes the unity of intelligence, creativity and motivation” (*Moliako ta in.*, 2006: 273). Thus, the intellectual abilities of creatively gifted personalities exceed the average and high level, creativity is manifested in innovative and unique approaches for the task. With regard to motivation, it is a complex of emotional-volitional qualities of the consignment of the modern cultural space, which are aimed at a certain direction of activity and are manifested in the perseverance of this goal.

The characteristic features of the artist are perseverance in activity, thoroughness and unwavering in views, as well as, incredibly developed hard work, which is the most important factor in giftedness.

Ukrainian scientist psychologist V. Moliako views a creative personality as one that shows the highest level of development, namely: perfect possession of a certain activity, readiness for life in general, the ability to find a way out of crisis situations, skills and extreme conditions. According to the scientist, the creative capabilities of the artist are traced only in fact, on the basis of the performed activity, where the creative potential is put into life through works of art (*Moliako ta in.*, 2006).

O. Musica notes that a creative gifted personality throughout his life acquires life experience, which forms a system of values and influences creative socially useful activity. Yes, the artist is at the same time the idol of creative activity and the individual of social relations, these directions of individuals are integral to each other, because they are interconnected in value. Therefore, on the basis of a value worldview, creative activity is based on which satisfies and provides a gifted personality with all the most important vital needs, namely: material, spiritual, epistemological and social (*Moliako ta in.*, 2006).

4. Problem field in art intelligence

In the direction of art, researcher I. Konovalova notes that the artist is an individual, creator and representative of an initiative source engaged in cultural processes, as well as a person who involves the reasoning of his contemporaries, as a result In myself. Scientist I. Konovalova believes that “in the present cultural consciousness the semantics of the concept of “composer” is centered around the figure of an artist of a special creative type, which connects a complex of special musical abilities, professional skills and at the same time he acts as an author, creator, artist, creative personality and active subject in the musical art and culture” (*Konovalova*, 2019: 55). In the work of the researcher, the artist is considered as: “1) a unique creative personality, seeking to self-realization and objectification in cultural (musical and artistic) forms of reflection; 6) Creator of musical works – artistic value objects and artifacts of culture” (*Konovalova*, 2019: 174). Thus the cultural activity of the artist is manifested at different degrees of creative consciousness, namely: individual, where their own preferences, motivation and worldview predominate; national, which expresses a mental feature, spirituality of signs and archetypes of culture; universal, where communicative interconnections, cultural discussions, mastery and accomplishment of ideological spiritual and ethical values are revealed.

In art intelligence, scientist T. Reva defines creative personality as a person who interacts with the socio-cultural space and the integrity of communicative interconnections through the lens of his own values. T. Reva identifies the important competencies of a creatively gifted person, namely: business direction, where the dominance of his own interests and needs of the task is manifested; orientation in communication, where personal values are manifested in interactivity with other people; concentration and attitude on their own goals, where the behavior and activity of the individual are formed by individual needs and interest, which is more important for it. Researcher T. Reva notes that an important feature of the artist's professional skill is creative character and professional orientation. Also, the characteristic factor of the artist in professional activity is the use of a creative approach to finding non-standard solutions, without using standard techniques and forms in the assigned task. According to a scientist, creatively gifted personality, imaginative thinking, that is, an emotional vision of a future work. Thus, the artist, creating the plan, adjusts the recipient to the necessary atmosphere, which affects emotionally and causes the viewer from the artist (Reva, 2018). Therefore, the scientist T. Reva distinguishes the artistic and creative qualities of the artist, namely: the poetic vision of the universe, which is characterized by a vivid and thorough imaginative perception, emotional vision of artistic details, compassion in the promising contemplation of the realm of the world; figurative memory and thinking; aesthetic awareness; creative representation, which is expressed in the ability to improvise, forming new images and skills to compassion; ability to emotionality and expressiveness of forms; The ability to form and realize one's own interests, considerations, needs, outlook, ideals and aesthetic preferences. For the organization and development of cognitive, aesthetic needs obliges the artist of the resource of spiritual culture, a considerable level of professional qualities, a sufficiently high level of moral and aesthetic development, psychological knowledge of the direction of personality.

In art, the scientist V. Stepurko notes that in the hierarchy of knowledge that receives a creative personality, special attention is paid to intellectual formation on the degree of plan, image, prediction that outline the abstract context of a certain understanding of the world. The researcher believes that the creative potential of the subject of the modern cultural space does not depend on the structure of its activity by government institutions or creative institutions, but the creatively gifted person is always responsible for all changes in social life and responds to any transformation processes. The only way not to respond to the entire course of events and to resist all these factors is to close from society. The scientist V. Stepurko notes that “the symbolic meaning of the means of musical expressiveness is multiplied by the author's personal attitude to them, in fact, and creates the uniqueness of the artist's creative product” (Stepurko, 2017: 117). He emphasizes that “indirect activity in society influences the philosophical and poetic state of the artist” (Stepurko, 2017: 109). Therefore, the artist, despite how she comes to him, passes through her personal internal understanding and experience. According to the researcher, the set of stages of the creative phenomenon is correlated with the properties of the state of mind and the experience of creatively gifted personality. The scientist V. Stepurko notes that in the creative achievements of each artist it is possible to find creations expressive in concepts, perfect in form, extraordinary in his philosophical meaning. Therefore, creatively gifted personality in his own artistic achievements embodies personal views on the modern mental and psychological situation in society. The researcher sees “a creative impulse that comes from the unconscious “sensual being”, intentional to reproduce the inner world of the artist in works of art: from the representation of his pure ‘I’ to an appeal to socially significant events, in which the artist's attitude to them is reflected Individual refraction to complete rejection” (Stepurko, 2017: 76). Thus, the creative state of the artist is characterized by a set

of processes that are purposeful for cultural communication, because it is the understanding of creative problems and finding ways to solve them, as well as to comprehend the movement of a scientific invention and the implementation of an idea that is practically realized in the socio-cultural environment.

5. Conceptual constructions in cultural discourse

In the cultural discourse, the scientist O. Havelia, views the artist as a unique personality of innovative cultural values with the peculiarities of his individual-creative aspirations, defining intellectual and spiritual achievements, favorable projections of individual cultural development in the conditions of civilizational evolution of modern society. Thus, the researcher distinguishes the value orientations of a creatively gifted person, namely: the idea of the relationship between spirit, soul and body; culture of thinking and communication; aesthetics of family relationships; axiological orientation (quintessence of reality, uniqueness, independence, responsibility, truth, life purpose, moral and ethical order); a model of a healthy lifestyle and beauty; culture of sensory and spiritual sphere; ability to predict; concern for comfortable existence; Natural work; artistic and creative potential; defining cultural and artistic achievements (*Havelia, 2018*).

According to L. Liashenko, who states that the characteristic feature of the artist's talent is the ability to combine various activities and the ability to transfer personal experience from one industry to another, thus identifying original solutions, revealing creative abilities in finding approaches to a certain direction of work. This is a indicator and identification of excellent giftedness and culture of expression of the artist's talent. The scientist notes that “a talented personality is talented in one sphere of activity, while creativity, the legacy of a brilliant artist “passes the boundaries of the national, rising to the level of universal recognition” (*Liashenko, 2018: 48*). Thus, it comes from the main new understanding of the “genius” as an individual who personifies the highest expression of abilities and skills, influencing the environment, expressing and forming the cultural values of his era. On the other hand, the characteristic property of genius in cultural discourse is the multifaceted gift and the boundlessness of its development. The genius is generally interpreted today as a result of a successful combination and interaction of inherited properties, exposed to socio-cultural factors and the grueling and long work of geniuses. And also important features of geniuses are a significant role in unconscious changes in their work, important achievements at the same time in several fields, the timeless range of their ideas and cultural results of functioning. The cultural scientist believes that the multifaceted growth of the artist gives him a lot of knowledge, life and creative experience, a set of relations of international nature, as well as the prospect in the use of means of various activities, which results in the ability of such personality to original and unpredictable decisions.

Scientist L. Liashenko defines talent as a set of properties, abilities and psychological characteristics, which, forming in the presence of right socio-cultural and political and historical circumstances, gives the subject of modern cultural space successfully and creatively to carry out some work, producing works novelty. Giftedness is both one of the steps and a characteristic projection of creative growth of personality. The cultural scientist also notes that the figure of the artist is a sign of a joyful person who is able to engage in creative activity, because the style of existence of the artist, self-control and activity in general are denoted by the positive perception of the environment, which was manifested in the desire and competence to solve creative problems. Therefore, researcher L. Liashenko believes that giftedness

is manifested in conscious creative activity, during which there is a further development of abilities and skills and the ability to combine different types of creative activity (perception, creation and interpretation), which certainly expands the creative potential of the individual (*Liashenko, 2018*). Yes, the researcher in the work distinguishes the general abilities of the gifted personality, namely: working capacity, originality, non-standard, creativity, intellectual activity and employment, perseverance, will, character overcome obstacles, charisma, enjoyment of work, openness to new, independent thinking and judgment, the need for novelty. Also, the theorist identifies the special abilities of the gifted personality, namely: imagination, intuition, imagination, extraordinary memory and more. It should be noted that some natural abilities, such as rhythm feelings, absolute hearing, emotionality, charisma, intellectual activity, are most inherited by nature, but it should be noted that the permanent and conscious activity of the artist and his self-development guarantees further success and flourishing .

According to the scientist's scientist O. Ovcharuk, the creative personality is an expression of the values of spiritual culture, passing and promoting them through various categories of cultural measures, which shapes concepts for its modification in the individual of cultivation. After all, accession to this action makes it possible to improve and grow personality and one's own self-realization in the socio-cultural space. Researcher O. Ovcharuk notes that "reaching transcendental heights, the creative personality becomes identical to God-creator as the highest creative personality because of the presence of a reserve of implicit transcendence in each creative personality, a breakthrough to the highest divine values, the truth, is possible" (*Ovcharuk, 2021: 185*). Thus, the cultural perspectives of personality interprets as potentially unlimited, since the higher the spiritually morally developed personality, the further it is more capable of accumulating in itself the then evolution of culture, as well as competent to innovative inventions and intuitive achievements.

6. Conclusions

Thus, summarizing the above and analyzing the existing approaches of scientists to understand the essence of the artist model, we can propose our own definition of the concept of "Artist" in cultural discourse. Thus, by the term "Artist" we mean the subject of creativity, a unique creatively gifted personality, the carrier of the initiative beginning, the creator of spiritual values and artifacts of culture, which seeks self-esteem in the processes of culturality to achieve maximum correspondence in art and culture. Further research requires issues related to the prospect of developing creative potential and self-realization of the artist in the modern cultural space.

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