

GISAP:

CULTUROLOGY, SPORTS AND ART HISTORY

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In the context of public opinion the category of “culture” is often quite limited. As a rule its understanding is reduced to the form of a social phenomenon acting as a kind of combination of ethic and aesthetic values and characteristics of human society and its separate members. Undoubtedly normative, sensual-emotional elements of culture are the most obvious embodiment of this fundamental stage of human civilization.

However such a narrow point of view is like calling the above-water part of the iceberg the full iceberg. From the one hand ethic categories and standards of aesthetic perception define functional dimensionality of human intellect and from the other - they come out as collective concentration of all system of human society values formed throughout its many centuries long history.

Everything what we do in everyday life has cultural content taking into account the fact of other society members' existence and conforming with their rights and interests. It applies to all spheres of human activity: production, way of life, leisure and original self-expression. The extent of our actions conformity to common cultural standards characterizes the level of individual culture of each person and jointly - the quality of collective culture of the certain human community.

In the whole array of culture manifestations the most vivid expression, weighable sense and resonant dissemination in social perception traditionally belong to objects of intellectual creativity and especially artworks. This circumstance is quite natural taking the specific peculiarities of human mind functioning into account: symbolic information given in form provoking emotional irritation and sensual feelings leaves traces in intellectual processes at conscious and subconscious levels.

For this reason inspiring poetic lines, thoughtful words of playwrights, conceptual art masterpieces, deep theatrical performances and movies - are those information signals to public consciousness which often led to serious transformations in social culture in different historical eras. Aesthetic creativity is only a local element of the comprehensive cultural system. But along with science this element defines historical succession and forms prospects of human civilization development.

Thomas Morgan
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