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## **Values of cultural diversity and cultural identity in shaping sustainable cultural policy for the city**

*The article deals with the basic principles of formulation of cultural policy of the city in cultural sphere regarding positive value of cultural diversity and its role in shaping the identity of a city-dweller.*

*Key words: cultural policy, cultural diversity, cultural identity, identity of a city-dweller.*

Implementation of effective and responsive cultural policy with respect to cultural diversity should be viewed as an inalienable part of domestic policy of a democratic state, a basis for consolidation of a society and development of cultural identity. Ethnic and cultural diversity in Ukrainian society is a complex unity with historical, societal and structural peculiarities that are to be acknowledged when formulating cultural policy in the period of transition from Soviet paternalistic model of cultural policy. Challenges of the XXI century require implementation of collaborative model of cultural policy with active engagement of all stakeholders: state authorities, business, cultural operators, national and cultural groups, civil society. At the same time, cultural policy can only be effective and responsive if it complies with major priorities of domestic economic and social policy.

24 August 2011 Ukraine celebrated its 20<sup>th</sup> anniversary of Independence, a period sufficient enough to be a benchmark for viewing challenges and perspectives of cultural

policy formulation in Ukraine adopting a new paradigm of the XXI century – respecting positive value of cultural diversity. Moving away from Soviet unification in cultural sphere, as a democratic and constitutional state Ukraine faces the problem of revival and establishment of its cultural identity and need to create a basis for inclusive society respecting cultural diversity.

The aim of the article is to establish guiding principles for cultural policy formulation on the city level regarding positive value of cultural diversity.

The methods of research comprise descriptive, functional, and semiotic.

The theoretical ground of research rests on major works on cultural processes dynamics, cultural policy, ethic and anthropocentric aspects of cultural policy formulation.

Modern trends of globalization cause unification of cultural sphere and this is when the problem of preserving cultural identity while promoting cultural diversity should be the cornerstone of cultural policy formulation.

Thus, cultural diversity as a strategic priority of UNESCO, Council of Europe has now been recognized in Ukraine. The major guiding principles for formulation of cultural policy in the city should therefore acknowledge national and cultural identity as a part of universal human identity, thus ensuring democratic and liberal way of state cultural policy as well as be responsive to challenges and opportunities that emerge from the impact of globalization.

Cultural policy of the city is a set of norms and guiding principles underlying activities aimed at preservation, development and spread of culture. Cultural policy is cooperation and the result of cooperative activities of state power and society and thus is closely connected with ideology and power. The latter in their turn serve the ground for distinguishing main types of cultural policy.

In the former USSR the model of cultural policy for all member states was revealed in state paternalism with dominance of unifying ideology. The transition period of cultural policy formulation in Ukraine was revealed in market model of cultural policy, when culture has lost its humanistic and aesthetic value and was exploited for commercial and profit reasons. This model of cultural policy led to unification of cultural space and dominance of mass culture. Grounded merely on reasons of economic profit this model of cultural policy caused prevalence of cultural products of major cultures over minor ones, the latter having

problems with preserving their cultural identity and heritage revealed in such products.

The model of cultural policy grounding on multi-level collaboration (state authorities, business, national and cultural minorities, cultural operators and civil society) proves to be the most responsive to the challenges of XXI century.

The characteristic features of collaborative model of cultural policy presuppose coordination of state and civil efforts in shaping cultural policy. In this case, state power appears to be an equal participant of formulation of cultural policy respecting cultural diversity as a societal value and providing necessary conditions for equal involvement of all stakeholders into the process of cultural policy formulation. These joint efforts may eventually result in acknowledgement and meeting the needs of all engaged parties.

The strategy for collaborative model of cultural policy regarding positive value of cultural diversity and respecting the principle of equal access to culture helps to secure the balance between promotion of cultural diversity and preserving national cultural identity.

Within this paradigm, cultural diversity appears to be a unity of unique values, traditions and forms of expression of a nation, differentiating it from others in cultural space, revealed in cultural heritage (crafts, traditions, folklore). Present trends of cultural policy formulation require priorities of national cultural development to be harmoniously fitted into the strategy of political, social and eco-

conomic development of a state. Together with cultural identity, cultural diversity is now viewed as a cornerstone of cultural policy. In the cultural policy of UNESCO, Council of Europe principle of respect for cultural diversity as a basis of preserving cultural identity is approached as a joint responsibility of the whole humanity. Treating cultural diversity as a basis of city cultural policy presupposes creating all necessary conditions for peaceful coexistence of different cultural groups within a city, fostering intercultural dialogue and social coherence. Thus, state cultural policy and particularly city policy in the sphere of culture is to be accepted as a basis for creation of a socially coherent, inclusive society ensuring sustainable state, regional and local development. To sum it all up we should accept the need in the XXI century to acknowledge cultural identity and cultural diversity as a cornerstone of formulation of cultural policy.

Revealing these basic principles of cultural policy formulation, lets view the present-day state of implementing cultural policy in Ukraine, its strategic priorities and possible ways of making social and economic aspects of culture beneficiary.

Having achieved independence after the collapse of the USSR, Ukraine faced the challenge of building democratic and legal state in all spheres of domestic policy. Such period is vital and determining for any state, when it is needed to unite all people as a nation and then join efforts to shape the society, where all major and minor groups accept their common

ground – national cultural identity (ex. Ukrainian vs. American) and inner difference – cultural diversity (ex. Crimean Tatar vs. Krymchak). Acknowledging and accepting these two phenomena on state and societal levels may be a sound basis for creation of socially coherent and inclusive society. In its turn, cultural policy formulated on such ground may serve a basis for implementing economic and social policy that altogether ensure sustainable development on all levels: national, regional and local.

The ongoing process of formulation of cultural policy in Ukraine is characterized by the strive to shift from the USSR's model of state protectionism to development of a new paradigm of cultural policy of a state and methods of its implementation. The main problem in the cultural policy is the lack of responsiveness to the dynamics of cultural life of society. Cultural identity and cultural diversity as strategic priorities of formulation of responsive cultural policy require establishing balance of impact of state, societal and economic components of cultural policy. Presence of vast variety of minor cultural groups requires state to be the leading actor of cultural policy regulating cultural processes and preventing monopolization of cultural space in Ukraine.

The focus of responsive cultural policy should be in ensuring and encouraging involvement of citizens in the cultural life of the city and transform the culture into their own economic resource – mainly, improving the

quality of life and welfare of a city dweller. The guiding principles of such cultural policy presuppose equal involvement of all cultural actors into the process of policy-making.

The achievement of these aims is possible only on the basis of joint efforts of all stakeholders (city council of culture, cultural operators, business, civil society). At the same time, city authorities should adopt mainly coordinative and collaborative mode of cultural policy formulation and implementation. It is assumed that adherence to such fundamental issues of cultural policy as preservation of national cultural identity and heritage, respect and promotion of cultural diversity and altogether anthropocentric orientation of cultural policy in the mode of collaboration of all stakeholders will ensure consolidation of all actors of cultural space in the sustainable process of state-building and nation-building.

The refore we may conclude with the following: conceptualization of cultural phenomena, anthropocentrism play an important role in formulation and implementation of cultural policy of the city as these factors represent a source of ethnic and cultural diversity and a basis of national and cultural identity as well. Regarding diversified nature of culture of different ethnic and social groups within society, it is essential to establish a common ground for all major and minor groups to accept common/shared values and societal aims (adopt major strategy of domestic policy and cultural policy in particular). The role of the state is to assure sustainable cultural devel-

opment and regulate relations between actors in the cultural sphere.

Cultural policy of the state and cultural policy in the city in particular should encompass set of norms and values that lay the ground for sustainable development of a humanistic, democratic and legal state, securing fundamental rights of people to express themselves celebrating cultural diversity and creating national cultural identity at the same time.

Among existing models of cultural policy (state paternalism, market model (mass culture) and collaborative model) the latter appears to be the most responsive for the challenges of post-Soviet period, grounding on positive value of cultural diversity and presenting a model for collaboration on different levels: city authorities (Council for Culture) as a policy-maker, cultural operators, representatives of ethnic and cultural groups.

Thus, cultural diversity as a strategic priority of UNESCO, Council of Europe has now been adopted in Ukraine. The tactics for implementation of this strategy involves cultural democracy and decentralization of cultural management to keep balance between state and local authorities, state support and funding of culture and civil initiatives and cultural industries.

City Council for Culture as a policy maker should support these subjects of cultural policy in the form of partnership, creating a basis for peaceful coexistence of different cultural groups within society.

The social sphere of cultural policy treats ethnic and socio-cultural diversity as a source of creation and recreation of identity of a city dweller. Thus, city policy should be aimed at preventing monopolization of cultural sphere, support and facilitate development of national and local identity of majority of population as well as cultural and ethnic diversity of minority groups. Cultural expressions and cultural products should be viewed as a form of intercultural dialogue, a means of cultural expansion and a means of resisting such expansion as well. Cultural policy should be designed to prevent monopolization of cultural space and support development of national cultural identity and facilitate expression of cultural diversity of minor groups. Encouraging the development and support of cultural industries should also underlie the strategy of cultural policy that can eventually lead to increase of Ukraine's cultural presence in the world cultural space.

Development and preservation of cultural identity is a strategic priority of cultural policy that ensures humanistic ground of cultural policy, secures realization of basic human rights such as access to culture and freedom

of expression. Thus, acknowledging these cornerstones of cultural policy formulation it is vital to keep balance between the promotion of cultural diversity and the necessity to preserve social cohesion.

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*В статье рассматриваются принципы формулирования эффективной политики в области культуры в городе с учетом культурного многообразия как основы формирования городской идентичности.*

*Ключевые слова: культурная политика, культурное многообразие, культурная идентичность, городская идентичность.*

*В статті розглядаються принципи формулювання ефективної політики в сфері культури в місті з урахуванням культурного розмаїття як основи формування міської ідентичності.*

*Ключові слова: культурна політика, культурне розмаїття, культурна ідентичність, міська ідентичність.*

