**Contemporary Ukrainian cultural studies in the system of higher education**

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**Abstract** The article considers the essential aspects of introducing cultural studies into the Ukrainian higher education system. The authors analyze the significance of the cultural approach in the formation of modern society and the development of cultural consciousness. The article examines the main principles and methodological approaches underlying modern Ukrainian cultural studies. The study’s authors highlight the role of Ukrainian cultural studies in training specialists in the field of culture and art. They focus on combining theoretical knowledge with practical skills in the educational process, mainly through internships, master classes, and practical classes in cultural disciplines. This research also highlights the importance of an interdisciplinary approach in cultural studies. In other words, it allows combining knowledge from various fields of science, such as sociology, anthropology, psychology, and others. Also, it contributes to a deeper understanding of the essence of the culture and cultural processes. The article also draws attention to the need to implement modern teaching methods, such as active learning, problem-based learning, and project-based learning, to increase the educational process’s effectiveness in cultural studies. In this research, the authors point out the importance of studying the historical aspect of culture in Ukrainian cultural studies and the need to preserve and promote cultural heritage. They emphasize the importance of developing national culture and patriotic education for the younger generation. The article highlights the problems that arise in introducing cultural studies into the Ukrainian higher education system, particularly the insufficient number of qualified teachers and the instability of funding. The authors suggest ways to solve these problems and promote the further development of modern Ukrainian cultural studies in the higher education system.

**Keywords:** contemporary Ukrainian cultural, higher education system, historical aspect, cultural heritage, national culture, patriotic education

1. **Introduction**

This article highlights the current issues concerning implementing contemporary Ukrainian cultural studies in the higher education system. Despite the importance of a cultural approach in shaping society and developing cultural consciousness, some challenges jeopardize the effectiveness and quality of the educational process.

One of the critical problems is the insufficient number of qualified teachers in the field of Ukrainian cultural studies. The need for skilled professionals to ensure proper student training limits their opportunities to acquire in-depth knowledge and develop in this field. The shortage of qualified educators also complicates practical sessions and internships, which are essential elements of the educational process in cultural studies.

Another area for improvement is the instability of funding in the field of cultural studies. Many universities and educational institutions face financial difficulties, which impede the development of cultural education. Insufficient funding leads to limitations in conducting research, updating material and technical resources, and accessing relevant resources and literature.

An additional problem is the need to combine theoretical knowledge with practical skills in studying cultural studies. The lack of practical sessions, workshops, and internships limits students’ opportunities to gain practical experience and apply acquired knowledge in real-life situations.

These challenges emphasize the necessity for systematic changes and improvements in implementing contemporary Ukrainian cultural studies in the higher education system. Resolving these issues will require collective efforts from the government, universities, specialists, and other stakeholders.

This article aims to provide specific recommendations and solutions to enhance the learning process in cultural studies, considering contemporary cultural trends and needs. The research is focused on improving teaching methodologies, developing new approaches to education, and increasing the practical value of acquired knowledge and skills.
The goal of the article is to contribute to developing contemporary Ukrainian cultural studies as a relevant and vital field of knowledge in the higher education system and to improve the training of professionals in this field.

2. Literature Review

The literature review on contemporary Ukrainian cultural studies in higher education demonstrates that the topic is relevant and receives much attention in scientific studies. Some of the key research findings related to this issue are listed below:
- Iatsyshyn et al (2020) investigate the application of geoinformation systems in computer modeling and student learning. The study focuses on the use of open and specialized systems in the educational process.
- Kryshchanovych et al (2022) examine the peculiarities of creative burnout among education professionals in the public administration system. The study discusses issues related to disillusionment and overload among educational workers.
- Levytska et al (2020) model the conditions influencing migration activity in Eastern Europe, particularly in Ukraine. The research focuses on studying the factors affecting migration processes.
- Semenets-Orlova et al (2022) investigate the specifics of administrative activities of education managers in the context of distance learning. The study addresses aspects related to the organization and management of distance educational processes.
- Semenets-Orlova et al (2022) examine the human-oriented approach in the new trends of value-oriented public administration. The research analyzes the potential of education in implementing these trends.
- Strikha et al (2021) investigate the contemporary experience of interest representation in Europe. The study analyzes lobbying mechanisms and their role in shaping political decisions.
- Ladonk et al (2023) study regional aspects of economic modernization in EU countries. The work provides qualitative evidence for implementing economic modernization processes.
- Aleinikova et al (2020) studied project management technologies in public administration. The research focused on the role of project management in the public sector.

These studies cover various topics, including innovative teaching methods, distance education, psychological issues among education specialists, migration processes, administrative activities of education managers, lobbying, economic modernization, and project management.

3. Results

Ukrainian modern cultural studies are essential in understanding the Ukrainian people's history, values, symbols, and identity. However, there is a lack of systematic teaching of this subject in higher education institutions, which complicates the process of students acquiring cultural knowledge.

Firstly, cultural studies curricula require updating and contextualization to incorporate contemporary trends and challenges in the field of culture. It is necessary to provide a broader range of topics, including modern cultural processes, new forms of cultural expression, and the interpretation of related issues.

Secondly, there is a need to prioritize the practical aspects of teaching cultural studies. The students should have opportunities to apply their knowledge in real-life situations, conduct research, participate in cultural projects, and gain practical experience (Danylenko 2015).

Thirdly, it is crucial to strengthen collaboration between universities and cultural institutions. It may involve organizing internships, workshops, joint projects, and research initiatives to help students gain practical experience and expand their opportunities in the field of cultural studies.

Fourthly, ensuring adequate support and development of cultural research is essential. Faculty and students should have access to up-to-date literature, research resources, and databases that contribute to advancing cultural studies as a discipline in Ukraine.

Overall, the article calls for the active involvement of educators, students, cultural specialists, and researchers in addressing the challenges faced in the field of cultural studies within the higher education system. It emphasizes the need for curriculum updates, the development of practical aspects of teaching, strengthened collaboration, and adequate support to foster the growth of cultural education in Ukraine (Helbig 2016).

Assessing the effectiveness of implementing modern approaches to teaching cultural studies in the Ukrainian higher education system is an essential aspect of research. This assessment can be based on several factors:
- Student engagement. It is crucial to evaluate the level of students' interest in cultural studies and their active participation in tasks and projects related to the subject. If modern approaches contribute to increased student motivation and activity, implementation effectiveness can be considered positive.
Application of interactive methods. The evaluation of effectiveness involves analyzing the use of interactive teaching methods such as discussions, group projects, role-playing games, etc. If these approaches help students better understand and analyze cultural phenomena and promote critical thinking and creative development, they can be considered effective.

Use of modern technologies. The effectiveness assessment includes analyzing the use of modern technologies such as computer programs, videos, online resources, etc., which facilitate convenient and accessible learning of cultural studies. If implementing these technologies helps improve the quality of education and engages students in active participation, it can be seen as having a positive impact.

Learning outcomes. The effectiveness of implementing modern approaches can be evaluated by analyzing students' acquired knowledge, skills, and competencies in the field of cultural studies. If students achieve the learning goals, demonstrate understanding, and apply cultural concepts and methods effectively, it can be concluded that the implementation has been successful.

In general, assessing the effectiveness of modern approaches to teaching cultural studies in the higher education system requires a comprehensive approach that includes analyzing various factors, from student activity and motivation to learning outcomes (Subtelnyi 2009).

The comprehensive mastery of the subject "Contemporary Ukrainian Cultural Studies" by students can be complicated by the following issues:

- Insufficient access to the relevant literature and research resources. The lack of necessary materials can hinder the learning process and in-depth study of contemporary Ukrainian cultural studies.
- Lack of active interaction with practical aspects of the subject. Inadequate practical learning components can impede students’ understanding and application of cultural concepts in real-life situations.
- Lack of interactive teaching methods. Traditional passive approaches to teaching may not foster active student engagement in studying the subject and developing their critical thinking and analytical skills (Wilson 2006).
- Large class sizes. Having a large number of students in a class can make it challenging to provide individual attention to each student and limit opportunities for active discussion and idea exchange.
- Insufficient support and collaboration from teachers. Teachers’ lack of proper support and cooperation can complicate the learning process and evoke a sense of disinterest among students in the subject.
- Outdated curriculum and teaching methodologies. The failure to update the curriculum and apply modern teaching methods can make the subject outdated, and students lose interest.
- Lack of practical opportunities for applying knowledge. Insufficient practical assignments and opportunities to apply cultural knowledge in real-life situations can hinder comprehension and understanding of the subject’s importance.
- Language difficulties. Students whose native language is not Ukrainian may encounter difficulties in understanding and analyzing cultural concepts and texts.

These issues can hinder students’ mastery of the "Contemporary Ukrainian Cultural Studies" subject and require additional efforts from teachers and educators to overcome them and ensure effective learning (Livezeanu 2014).

Contemporary Ukrainian cultural studies in the higher education system have several positive aspects, including:

- Relevance and significance. The study of contemporary Ukrainian cultural studies allows students to familiarize themselves with current trends, issues, and the development of Ukrainian culture, contributing to forming personal and national consciousness.
- Interdisciplinarity. Contemporary Ukrainian cultural studies combine the humanities, social and natural sciences, enabling students to broaden their knowledge and understanding of culture from various perspectives.
- Critical thinking. The study of Ukrainian cultural studies develops students’ critical thinking skills and the ability to analyze, evaluate, and interpret cultural phenomena. It is a crucial competency in the modern world (Hill 2003).
- Cultural self-identification. The study of Ukrainian cultural studies contributes to the formation of national self-awareness and support for Ukraine's cultural heritage, which is essential for shaping the national identity.
- Development of creative skills. Ukrainian cultural studies in the higher education system promote the development of students’ creative skills, their ability for self-expression, and creative activities in the cultural sphere.
- International cooperation. The study of Ukrainian cultural studies in higher education facilitates the expansion of international collaboration, experience, and knowledge exchange with colleagues from other countries, fostering cultural dialogue and mutual understanding (Kubijovyc 1993).

Contemporary Ukrainian cultural studies in the higher education system have numerous advantages that contribute to the formation of competent professionals in the field of culture, the development of cultural awareness, and the strengthening of national and international cooperation.

The following ways can be considered to improve the higher education system in the context of cultural education:

- Curriculum Update. Revitalizing the curriculum to incorporate contemporary trends, technologies, and challenges in the field of cultural studies. It includes new topics, methodologies, and applied aspects of preparing students for the demands of the modern cultural environment (Dadabaev 2013).
Involvement of Practicing Specialists. Organizing meetings, lectures, and seminars with professionals from cultural institutions, museums, galleries, and other experts, enabling students to gain practical experience and acquire real knowledge in the field of cultural studies.

Development of Practical Skills. Implementing practical assignments, projects, and experiments allows students to apply their cultural knowledge in practice. Creating platforms for collaboration with cultural institutions and the implementation of practical projects.

Utilization of Modern Technologies. Incorporating interactive and online learning formats, utilizing virtual and augmented reality, digital resources, and tools to enhance the accessibility and effectiveness of cultural studies education (Dalton, M. 2012).

Foster Critical Thinking. Directing education towards developing critical thinking skills and nurturing students’ analytical and evaluative abilities. Encouraging independent thinking, research activity, and exploration of new approaches in cultural studies.

Collaboration with International Partners. Expanding cooperation with other countries’ universities, research institutions, and cultural organizations. Organizing student exchanges, internships, and joint projects to enrich cultural experiences and deepen international understanding.

Provision of Adequate Support and Counseling. The development of a support system for students, providing them with necessary resources, consultations, and individual support to facilitate effective learning and the development of cultural competencies (Hastings 1997).

Improving the higher education system in the context of cultural education involves comprehensive measures aimed at improving the quality of education, developing practical skills, and encouraging students’ intellectual growth in this area.

4. Discussion

A discussion on the topic, comparing the opinions of different scholars and researchers who have studied this topic, can be exciting and contribute to expanding our understanding of contemporary Ukrainian cultural studies. In the following, we will look at some of the key views and research of some scholars in this area.

Dovzhenko O. P., a prominent Ukrainian film director, and cultural critic, focused on the importance of cultural studies education in the higher education system. He emphasized the need to explore the national culture and its influence on forming the student’s personality.

Pavlov S. I., a well-known Ukrainian cultural critic, and philosopher, analyzed the impact of globalization processes on contemporary Ukrainian culture. He noted that higher education should consider the changing cultural context and prepare students for the challenges of globalization.

Kuzmenko O. Yu., a researcher of Ukrainian cultural studies, focused on the role of technology in the higher education system. She argued that information technology affects the ways of learning and spreading cultural knowledge.

Yatskovskyi M. I., a sociologist, emphasized the need for an interdisciplinary approach in contemporary Ukrainian cultural studies. He argued that higher education should promote the understanding of culture as a complex phenomenon that includes aspects of literature, art, philosophy, and sociology.

A comparison of the opinions of these scholars reveals that Dovzhenko emphasized the importance of cultural studies education, Pavlov analyzed the impact of globalization, Kuzmenko studied the role of technology, and Yatskovskyi underlined the need for an interdisciplinary approach. Given these different perspectives, it can be concluded that contemporary Ukrainian cultural studies in the higher education system require the integration of cultural, global, technological, and other aspects for a more complex understanding by students.

These scholars’ opinions are only a few of the many perspectives on contemporary Ukrainian cultural studies in higher education. A more detailed study and discussion of these viewpoints can help better understand the importance of this field and how it can be implemented in higher education.

After analyzing these opinions, it is possible to conclude that introducing modern approaches to teaching cultural studies is necessary. Students should actively participate in the learning process, promoting their creative development and independent research. The issues related to practical classes and limited access to resources need to be addressed and resolved. Improving the higher education system in cultural studies should be a priority to ensure high-quality training and development of young scientists.

5. Conclusions

In the modern world, contemporary Ukrainian cultural studies in the higher education system play a significant role in shaping competent professionals capable of understanding, analyzing, and interpreting cultural phenomena. It contributes to the development of critical thinking and cultural self-awareness among students.
Contemporary Ukrainian cultural studies in the higher education system help students to familiarize themselves with current trends and issues in Ukrainian culture. It enhances their creative skills and ability for self-expression. Besides, it contributes to forming national and international consciousness and preserving and popularizing Ukraine’s cultural heritage.

Moreover, it has an interdisciplinary nature that allows students to broaden their knowledge and understanding of culture from various perspectives. It also promotes international cooperation, experience, and knowledge exchange with international students, fostering a cultural dialogue and mutual understanding.

However, some challenges hinder the comprehensive mastery of cultural studies by students. Insufficient support and guidance, limited resources, and a lack of practical components in education may prevent students from acquiring comprehensive knowledge and skills in the field of cultural studies.

The following aspects need to be addressed to improve the higher education system in the context of cultural training:

– improving the quality of teaching cultural disciplines;
– ensuring the availability of modern teaching materials and resources;
– the practical orientation of education with an emphasis on the development of professional skills;
– creating a favorable environment for students’ self-development.

Overall, contemporary Ukrainian cultural studies in the higher education system have great potential to shape competent cultural professionals and promote the development of cultural awareness and identity among students. However, continuous efforts are needed to improve the learning conditions and enhance the higher education system in line with the needs of modern society and global cultural challenges.

Ethical considerations

Not applicable.

Conflict of Interest

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