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**PROSPECTS OF THE UKRAINIAN NATIONAL IDENTITY  
FORMATION BY MEANS OF CULTURAL POLICY AND PATRIOTIC  
EDUCATION**

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**Abstract.** *The current status and level of national identity in Ukraine are analyzed. The State cultural policy problems and threats to outside informational influence are distinguished. The potential of historical knowledge and tradition in Ukraine, which is not completely used to fight the Russian aggression and the Ukrainian society consolidation are observed in the Study. Children and young people, identified as the main target group, which should be directed by the activities of humanitarian policy.*

**Keywords:** *identity, ethnic culture, national memory, tradition.*

*Introduction.* Today Ukraine is against powerful information campaign aimed at provoking enmity and splitting of the Ukrainian society. This information is based on aggression deliberately formed by the Communist regime of the USSR historical stereotypes and myths, aimed at distortions of historical events and speculative abuse of the formation of the Ukrainian identity, the Ukrainian denial ethnic culture as a separate phenomenon. Manipulation of historical facts are used to justify aggression of Russia against Ukraine. This policy is a threat to national security of Ukraine, as the aims to destabilize the political situation in the country, provoking a split of the Ukrainian society and a discredit of the independence of Ukraine and its European integration. The above situation makes Ukrainian cultural policy to implement and protect national interests in the sphere of national identity. Coherent state policy must be aimed at restoring and preserving the national memory.

*Review.* After the independence, Ukraine has come up to a new period in the study of cultural development problems of the state creating, within which there is intense revision of historical experience on the subject. Various aspects of this issue are defined in the articles of A.Vyhrusch, L.Vovk, V.Kravtsya, S.Mayborody, I.Myhaylovoyi, P.Sytnyka, V.Skurativskoho, S.Skydan, D.Trohevskoho, V.Troschynskoho, N.Rotar and others.

Issues of identity have been repeatedly investigated by many authors. Published works on the subject are the works of modern scientists such as L.Archipenko, A.Bychkov, V.Lyzanchuka, E.Smith, J.Habermas. J.Bromley, B. Nyquist, G. piles, Mr. Sitnik, A. Shmorgun and others also include extensive researches in this area. A. Bogush clarified successful solution of the national and cultural identity of the individual through the optimization of modern pedagogical tools. D.Thorzhevskyy noted that the upbringing of national consciousness of young people is an urgent task of the school. The issues of cultural identity formation were engaged by famous scientists such as B.Bibler, M.Kozlovets and N.Pelagius.

*Purpose of the Article (Study).* Problems of forming and maintaining of national identity are accelerated over the last two years during political crisis and armed conflict in eastern Ukraine, which is in progress after the Euromaidan's events. So the purpose of this article is to analyze possible perspective directions of state cultural policy and patriotic education that will compensate and overcome the state of national identity crisis.

*Materials and methods.* The complexity of the problem requires the use of different approaches and methods. Primarily used social, cultural and philosophical approaches are aimed at identifying the theoretical and axiological fundamentals analysis of the problem of the crisis Ukrainian national identity. Social and philosophical analysis let to classify national identity as an attribute of social and personal life where modern domestic conditions are in crisis. Using anthropological analysis of cultural policy and patriotic education, they have been identified as means of influencing tools of human choice and life of a large number of individuals, fundamentally integrated into whole Ukrainian coherent nation. Besides the rational reconstruction, methods of the socio-philosophical studies on the formation of national identity are applied.

*Results and discussion.* At first, we should define that the main causes of crisis in the national identity sphere are associated with several factors, including:

- undeveloped state of the national memory;
- limited and inefficient financing of historical research and popular scientific works, which would be designed for a mass audience;
- lack of consistent information and media policy in forming a national unity and identity;
- confrontation of several models of identity between generations and between regions;
- lack of effective dialogue around the past, based on clearly defined mission and values of cultural policies;
- destructive effects of external information and propaganda, using distorted interpretations of historical facts [2].

Actually, to solve these problems is possible through: 1. The contractual dialogue around complex pages of the past and promotion of Ukrainian and world history; 2. Definition of the mission and values of humanitarian policy of national memory; 3. Changes in the structure and principles of state funding measures, aimed at creating a dialogue around the issues of processing history of the past, ethnic characteristics, measures aimed at promoting history [2].

Not accidentally, dated back to 1918, Ukrainian economist M.Tugan-Baranowski protected Ukrainian's right in order to have their equitable position among the nations of the world. He wrote that first of all it is necessary to recognize their right to be children of their homeland and develop their national culture. Today the world is home for more than 60 million Ukrainian who haven't abandoned their language from their land, from their culture. Therefore, as it is stressed by academician M.Zhulynskyy, in civilized diversity of humanity their Ukrainian cultural and civilized belongings must win. To do this, we must make a social and cultural modernization of society and open multicolored variability perception of the world to the society [1].

In the years of state independence it has become understandable for every average citizen, that long-term effect of imperialism against the entire Ukrainian has alienated people from the Ukrainian culture traditions, religion, values of national and international humanitarian achievements. That is why Ukrainians do trust their own traditions and customs, and national priorities. In his article, Ph.D. K.Schudra about state language, opposed the law of consolidation of the Ukrainian-Russian bilingualism, stressed that Ukrainian language should immediately return to kindergartens, schools, higher education institutions, army, judicial proceedings, the manufacturing sector, administrative and public institutions. But the most important thing is to give a proper assessment of moral contempt for the Ukrainian language statesmen, some deputies, representatives of the diplomatic corps [1]. It was the state of the language, the language of one of European nation, on the fourth year of independence.

Immediate crisis in national identity demonstrates the real danger of losing the values of nation's spirit that for centuries had been acquiring and handing over as a precious national treasure of previous generation to us. The most conclusive argument in this case is that the Ukraine's book market is overwhelmed with Russian books, media dominates Russian at newsstands. Although there are many published works about the history of Ukraine, but their quantity is minimal and did not reach the public, they lacked in number even for the students of higher educational institutions and students of schools. By this time, a system of state coordination of production and sales of textbooks has not been set yet [1].

Planning measures of cultural policy and patriotic education, which are aimed at the formation and support of the national Ukrainian identity, it must be remembered that its direct propaganda, especially in the eastern regions of Ukraine, could cause significant pressure of Russian humanitarian aggression that can cause rejection in the nearest future. Thanks to the Russian Federation's

efforts, the consciousness of the population, that have happened to be under Russian information influence, is so clogged in the regions. It worth to mention that people do not identify themselves with the Ukrainians, they simply don't identify themselves with anything, except their place of residence and environment.

In this case, it is worth to pay attention at the Russian information strategy: a strategy of indirect effects, the goal of which is not just information dissemination, but the aim is to create a specific field of emotional perception. Molded broadcast and explanations of the past and current events are simply and easily perceived by the majority of ordinary people, the rich pro-Russian socio-cultural patterns. The impact of such propaganda in the territories, where population for various reasons is experied in significant alienation from the rest of Ukraine, is hard to overestimate.

Information attacks are constantly aimed at creating positive attitude and positive motivation towards Russian cultural samples and identifications. They only develop a negative attitude and motivation around the Ukrainian direction. This is reinforced by the constant depreciation and desecration of Ukrainian national figure, a denial of its right to exist.

In order to reinforce the positive perception of the idea of "Russian Ukraine" among the Ukrainian population, speculative ideas that get response of different generations are promoted: "The Soviet Union and the Soviet people" are for the older generation, the idea of "united Rus" is for the younger generation. These ideas are aimed at "expose" unnatural Ukrainian identity and "explain" the true position of Ukraine in the periphery "Russian World". This destructive effect is primarily aimed at destroying the national identity and it simplifies its further transformations.

The main argument for the "Russian World" is popularized among the older generation. They are the ideals and values of the Soviet Union; they will hardly find response among young people. However, there is a fresh-old myth, which is popular in a number of numerous youth subcultures. It is the idea of reunited Slavic Rus.

In the Soviet Union the idea of Pan-Slavism has found complete disagreement and rejection, because of the fact that the ideologists of Marxism have been their opponents as extremely nationalistic, reactionary, bourgeois ideologists. Today, the quality of this ideology presents an alternative justification of the united Ukraine and Russia. It has been built around abstract feature of the Slavic world and the true religion such as Orthodoxy, Russia's leading role among the Slavs, its unifying mission, opposing the Slavic Orthodox world, led by Russia, to "sick" Europe and so on. Construction of Pan-Slavism identity and cleaning of Slavic nations are leading ideas of skinheads' subculture, neo-Nazis eastern regions in Ukraine. Such semantic values are also partially integrated in subculture of football fans.

There is a speculative curved appeal against the Old Slavic archetypes and symbols. The mentioned subculture trends are sufficiently widespread, are

widely reflected in social networks and other Internet content. Activity of its members often becomes aggressive and anti-Ukrainian by nature.

Interrelations of components of socio-cultural spheres, geographical proximity and the lack of Ukrainian centered humanitarian policy unfortunately make the processes of perception of Pan-Slavism identification among the young people in eastern regions deeper and alienation of Ukrainian identity more impossible.

Firstly, it is necessary to revive the specific local aspects of Ukrainian identity on the local levels. The Ukrainians have to be unique and they should have their own priorities, but for everyone and on a single national basis. Reproduction of myths and legends of Ukrainian own local history, holidays, appreciation of heroes, patriots of local origin and promotion of their natural and historical values and others have to become centers of Ukrainian historical memory, prior to cultural and humanitarian policies.

In order to create and connect regional characteristics, discovering Ukrainian mentality and culture into a single value-semantic coherent socio-cultural space, Ukrainian identity requires constant cultural change. It is necessary to develop and actively promote domestic tourism in different directions, to implement cultural exchange programs, especially for children and youth.

The main target audience of the Ukrainian centered humanitarian policy should be kids and young people. It is important to focus more on the availability of Ukrainian cultural product. For example, it is very difficult to find popular cartoons and movies in Ukrainian language. One could only guess where they could disappear after rental ends of the cinema presentations. In fact they are shown in Ukrainian at the cinemas.

As for the support of national identity population, it is essential to spread Ukrainian ethnic culture. It is important to monitor measures for the dissemination and promotion of Ukrainian culture for this, which must not coincide in time and space with political and economic events that could be negatively perceived on the population and significantly have negative impact on their life. It is essential such "parallel" not to exist in minds of people.

In cultural policy, identity, as a phenomenon, should not simply be considered in a whole. It is necessary to take into account differences and peculiarities of generations and social layers. So, Ukrainian identity formation of young people must be the main strategic goal of state cultural policy and patriotic education.

It is too important not only to disseminate information about Ukrainian mentality, but also active integration of value-semantic orientations and external symbols in current daily life and acts.

It is necessary to eliminate artificial feeling of the implementation and imposition and to create Ukrainians identification sphere on a regular basis as an environment. So the introduction of national cultural values through sport

("Spas" as a form of martial arts), and art (horse theaters Cossacks, ethnic cuisine, etc.) and festivals of medieval Ukrainian culture will be effective.

The most active implementation of a national identity to leisure, support and promotion of national memory will be helpful nowadays.

*Conclusions.* Thus, history is an important factor, which national memory and identity are based on. Nurturing the development of national memory and national history are the main vector and leverage of state cultural policy and patriotic education. Today potential historical knowledge and traditions in Ukraine, all of them, are far from being fully strong to oppress the Russian information aggression and they are not ready to be consolidated in Ukrainian society. This is especially oriented on kids and adolescents and young people, whom cultural policy and patriotic education, firstly, should be directed towards.

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### **THE FORMATION OF COMPUTER LITERACY AS A COMPONENT OF READINESS FOR INDEPENDENT WORK OF THE FUTURE TEACHERS OF HUMANITIES**

*Odessa, Ukraine*

**Abstract.** *The article deals with the problem of formation of computer literacy as a component of readiness for independent work of the future teachers of the Ukrainian language and literature in order to develop skills of self-study training material, implementation of interactive communication between all participants in the educational process, simplifying the functions of control over the level of knowledge and skills of students, implementation continuous monitoring of student performance.*

**Keywords:** *Computer literacy, teachers, humanities, independent work.*

*Introduction.* At the present stage of education informatization has become a state policy. In the new environment training should be focused not only on the fundamental nature, scope and completeness of the knowledge gained, but also the willingness to self-expand and deepen their knowledge to formulate and