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В КОНТЕКСТІ КУЛЬТУРНОГО
РОЗВИТКУ СУСПІЛЬСТВА**

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Редакційна колегія:

Мартинюк Тетяна Володимирівна, доктор мистецтвознавства, професор, завідувач кафедри-професор кафедри мистецьких дисциплін і методик навчання Університету Григорія Сковороди в Переяславі;

Демидова Віола Григорівна, кандидат педагогічних наук, професор, професор кафедри сольного співу Одеської національної музичної академії імені Антоніни Нежданової.

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Alina Khodot

Graduate student,

Faculty of Music and Choreographic Education,

State institution «South Ukrainian National

Pedagogical University named after K. D. Ushynsky», Ukraine

VOCALIST'S IMAGE AS A SCIENTIFIC PHENOMENON

Pop music is very important in modern culture. Pop singing is highly popular in society. Pop music creates a high cultural effect, through which influence is exerted on society and especially on the younger generation of children and youth.

Modernity is characterized by variability and variety of pop trends. This increases competitiveness on the stage in Ukraine and the world. The success and positive perception of a pop singer by society directly depends on his image.

Modern pop music is mostly oriented towards the demands of modern society. However, we observe that the level of moral and aesthetic preferences of modern society has significantly decreased. This is reflected in modern pop music. Popularization of aesthetic vocal music for the purpose of global rethinking of the demands of society is the main task of the "cultural sector". Therefore, an image created harmoniously, individually oriented to the personality of the singer will be a powerful tool of influence on society.

Scientists consider the socio-communicative aspect, emphasizing the communicative function of the image. It is claimed that "the image is not only a product that arises in the process of communication, it is also one of the means of communication."

In the context of psychological research, Abraham Maslow emphasized the motivational function in creating an image, in particular, the psychological type of motivation, which is based on self-perception and has an intuitive nature, and the second type is pragmatic, which purposefully takes into account external influences based on existing professional experience. T. Bilyk emphasizes the communicative function, claiming that the image is a "symbolic image of the subject" that is

represented in the system of human activity, which also draws attention to the communicative nature of the image (Bilyk, 2011).

Modern scientist T. Demchuk explains the concept of image as "the result of the intentional or unintentional creation of a first impression" (Demchuk, 2020).

As we can see, various scientists pay attention to the fact that an image can be created both intentionally and purposefully and spontaneously and unintentionally.

We consider the image from the point of view of internal nature, personal factors, without taking into account the creation of an image, it is impossible, as well as from the point of view of external factors, such as market conditions, society's demand, trends, etc., on which a person purposefully relies when creating his own image .

Music, in particular, vocal performance is a wide field of manifestation of unique personal and professional characteristics that begin to form - almost from the first "steps" of a student-vocalist in the direction of acquiring vocal and performing skills and experience. Singing is an extremely popular activity. At the same time, pop singing is characterized by a high level of democracy. Based only partially on the theoretical and methodological foundations of academic singing, pop vocals rely much more on personality and are built on an individual approach to the psychological and vocal nature of the singer.

Taking into account the above, we can define the concept of "stage image of a vocalist" in the context of understanding pop singing trends.

The stage image of a vocalist is a complex integrative synthetic construct, the fundamental aspect of its formation is the integration of individually oriented personal characteristics, professional vocal and technical skills, features of external verbal and non-verbal communication skills aimed at creating an impression in the process of vocal performance.

Of course, this construct applies, first of all, to mature singers who work on stage. But the singer's image will be effectively formed if, at the initial stage of training at school age, simultaneously work on the development of vocal performance culture and on the development of a harmonious personality, through the formation of musical and aesthetic perception and reference points to the best examples of performance.

Further research will be aimed at studying the specifics of working with students and the formation of their stage image in the process of teaching pop singing aimed at the formation of their stage image.

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