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THE ROLE OF CULTURAL AND EDUCATIONAL CENTRES IN THE RESTORATION AND PRESERVATION OF CULTURAL TRADITIONS

Abstract. This article considers the role and importance of cultural and educational centres in maintaining cultural heritage of modern society. The article reveals the fundamental functions, which can be in common or partially laid in the basis of the activity of a cultural and educational centre. The aspects of international relations in the context of the development of cultural communication between representatives of different republics, countries and nations are considered in relation to the activities within the framework of functioning the cultural and educational centre. The aspects of reflection and transmission of the cultural identity represented by the cultural and educational centres within the framework of the formation of architecture are given in this paper.

Keywords: cultural heritage, traditions, young people, area, cultural and educational centres.

PROBLEM STATEMENT

In the modern world with its globalisation and standardisation of cultural values, it is especially important to preserve and transfer the heritage and traditions of different nations. Every year the interest in the formation of architecture of modern cultural objects increases in the world. Each country participating in the process of globalisation is trying to introduce new technologies and improve existing ones. The construction of objects providing wide possibilities for the implementation of activities in the field of culture and art is being developed unhurriedly but steadily. On the basis of the fact that cultural and educational centres cover a wide range of areas, it can be said that they play a key role in the formation and development of cultural and educational processes, helping to restore and preserve cultural traditions, providing a platform for the exchange of experience and knowledge. The aspects of the significance of such facilities in the modern world and the role of the centres in the development of the cultural life of the Republic and the country should be considered in more detail.

The objectives of the paper are description and analysis of the features of functioning cultural and educational centres as active tools for the development of the region's and country's cultural potential, as well as the formulation of the prospects for further research.

BASIC MATERIAL

One of the main functions of cultural and educational centres is restoration of cultural traditions that were lost in the process of historical changes, global conflicts or other social events. An example of this is the restoration and study of endangering languages and dialects, folk crafts, culinary traditions and many others. In relation to the Donetsk region, we can talk about the study and preservation of the culture of the Greeks of the Azov region. Thanks to the active work of cultural and educational centres, traditions that could have been lost will come to life again and become accessible to all generations.

Cultural and educational centres can act as platforms for preservation of cultural traditions and their popularization. They provide people with the opportunity to study and understand the historical and cultural heritage of their country or nation. They can gain knowledge and skills related to traditional arts, crafts, music, dance and other aspects of culture here. This approach allows not only to preserve cultural traditions, but also to broaden people's horizons, to enrich their spiritual and intellectual development. It will undoubtedly be a positive factor in the spiritual, moral and ethical development of the nation.

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The formation of processes and the promotion of cultural dialogue between different nations and cultures are not a primary task, but they are important ones performed within the framework of functioning cultural and educational centres. They can become platforms where people of different nationalities, faiths and cultures can meet and share cultural traditions and experiences. This contributes to a deeper understanding, respect for differences and the creation of a harmonious and diverse society [1].

Modern information technologies are actively used nowadays. In the course of the work, the concepts of interactive exhibitions, multimedia presentations, online events and other forms of activity can be laid down, which allow to convey information about culture and traditions in a fascinating and understandable way. This is especially suitable for young people, who are always open to new formats of interaction with the external environment.

The architecture of cultural and educational centres should reflect and transfer the values and identity of the culture they represent. It is possible to turn to local, regional, construction and finishing materials. A symbiosis of modern and traditional in the search for an architectural and artistic image of the object is also possible. The integration of environmentally sustainable and energy-efficient solutions into the architecture of cultural and educational centres, the combination of traditional architectural forms with modern materials and technologies can also support their sustainability and long-term viability.

The functionality and flexibility of architecture are an important part in the successful activity of cultural and educational centres. Buildings should provide space for various events, such as exhibitions, concerts, lectures and workshops, as well as areas for storing and displaying traditional objects and cultural elements [2].

In addition to aspects above, the architecture of cultural and educational centres should include elements promoting the creation of a harmonious and welcoming atmosphere, including using natural lighting, comfortable spaces and convenient areas for recreation and communication.

Considering the aspects of international relations in the context of development of cultural life of the Republic, the role of cultural and educational centres should also be mentioned: they promote the development of cultural communication and mutual understanding between representatives of various republics, countries and nations. A number of functions of such a spectrum can be distinguished further.

1. *The popularization of culture.* Cultural and educational centres set themselves the task of introducing the foreign audience to the culture of their country and the culture of the Republic. They are the basis for cultural and educational events.

2. *The exchange of cultural values.* Cultural and educational centres create a platform for the exchange of cultural values between representatives of different republics, countries and nations. Cultural exchange takes place within the framework of the events, which contributes to the mutual enrichment of cultures and the expansion of the horizons of the foreign audience.

3. *The development of cultural tourism and supporting international projects.* The centres help attracting tourists interested in culture and art to their region. Guided tours, organizing cultural programs and other events – all this will make the Republic more attractive for the cultural tourism. Despite the fact that there are few such opportunities due to external circumstances at the moment, this is a very promising direction of development. The creation of complex cultural, educational and touring projects will ensure a synergistic effect, optimize infrastructure provision, create additional sites for folk arts and crafts, and ensure the rational use of financial and logistical resources. By analogy with the organization of multifunctional cultural centres in small towns, it is possible to include cultural and educational centres in a single touring network with festivals, national religious holidays and other events [3].

4. *Knowledge preservation and transmission.* Cultural and educational centres perform an important task of preserving and transferring knowledge about cultural traditions. They create conditions for the study and understanding of historical and cultural heritage, as well as provide access to texts, documents, artifacts and other materials related to their traditions. These centres promote the transfer of knowledge between generations and the preservation of cultural values by means of lectures, seminars, workshops and exhibitions

5. *The promotion of cultural diversity.* Cultural and educational centres play an important role in promoting and supporting cultural diversity. They support research and study of different cultures and traditions, present unique cultural forms and raise knowledge of them. In this way, the centres promote deeper understanding and interaction between different cultures, which help strengthen ties and respect in multinational societies.

6. *Development and implementation of educational programs.* Cultural and educational centres develop and implement educational programs that allow people to learn more about their own cultural traditions and identity. These programs also help involve young people and the local community in the process of learning and preserving cultural traditions [4]. At the same time, special attention is paid to making these programs accessible to all segments of the society.

7. *Creation of new cultural projects.* Cultural and educational centres are actively creating new cultural projects in order to draw attention to cultural heritage and attract a wide audience. This may include the insertion of traditional

culture in a modern context, by holding festivals, exhibitions and concerts, creating digital resources for the access to cultural materials and other events that broaden the horizons of every person, every citizen.

There are extremely many different forms of cultural expression in the modern world at this stage of development. As it has already been mentioned, interactive exhibitions, seminars, and festivals are being popular. Unfortunately, at present the Republic has a small number of facilities which could be the basis for events of such formats on a fairly large scale.

The involvement of children and young people in activities aimed at the study and preservation of cultural heritage is important for the preservation and transmission of values and traditions of society. In order for children and young people to be interested in studying the culture of their native region, it is necessary to implement appropriate programs and activities in a high-quality manner.

One of the ways to attract children and young people to the study of cultural heritage is organizing excursions to museums, historical sites and monuments. As part of such excursions, there can be games, quizzes and master classes which will help in making learning exciting and memorable. It is also important to hold various thematic events, such as festivals, concerts, exhibitions and contests dedicated to this topic. These events will give a helping hand in drawing children's and young people's attention to the history and traditions of their nation.

Furthermore, it is important to organize creative projects in which children and young people will produce works of art reflecting the cultural heritage of their region or country. This will help them not only learn more about their history, but also express themselves through creativity. Thus, involving children and young people in activities related to the study and preservation of cultural heritage is an important task that will help them better understand and appreciate their history and traditions. And it is advisable to carry out this type of work on the basis of cultural and educational centres of various scales.

In this context, it is important not only to introduce the modern forms, but also to preserve the historical ones. In addition to the main places of history storage in the region, that is libraries and museums, cultural and educational centres have also such a function. At the level of functional zoning, this is expressed in the creation of specially designated storage which are next door to the exposure zones [5].

Cultural and educational centres are an important element of preserving cultural traditions and national heritage and play a key role in educating society. However, in order to make these centres effective, it is necessary to cooperate with national and regional authorities to develop policies and laws that should support the preservation of cultural traditions. It is one of the aspects of the centres' activities.

Cooperation with national and regional authorities will allow cultural and educational centres to influence the formation of a political and legal environment that contributes to the preservation and promotion of cultural heritage. It includes the development of laws regulating the activities of cultural and educational centres, the provision of financial support, the creation of special programs and initiatives, as well as participation in various projects and events [6].

One of the key aspects of cooperation with national and regional authorities is the provision of financial support. Cultural and educational centres need funding for their activities, including the organization of exhibitions, concerts, lectures and other events. Cooperation with the authorities makes it possible to receive state and regional grants, subsidies and other forms of financial support, which ensure the sustainability and development of cultural and educational centres. In turn, the construction of such a centre in the region will contribute to increasing the investment attractiveness of the region.

CONCLUSIONS

The architecture of cultural and educational centres is an instrument for the transmission and preservation of cultural traditions and is an important factor in their successful activities. This should emphasize the truths and values of culture, and strive to create an inspiring and multifunctional environment for the development and promotion of cultural heritage. Thanks to their multifaceted approach, the centres can develop various programs that will help preserve and pass on to future generation unique cultural heritage.

Cultural and educational centres play an important role in the international format, contributing to the development of cultural connectivity, mutual understanding and exchange of cultural values between different countries and nations. They are a platform for the presentation and popularization of the culture of their country, as well as for mutual enrichment and expanding the horizons of a foreign audience.

Taking into account the identified aspects, it is necessary to directly take into account their features when forming the main functionality of the projected cultural and educational centres and improving and developing existing ones. This will be reflected at different levels of the architectural and planning organization of the facility.

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РОЛЬ КУЛЬТУРНО-ПРОСВЕТИТЕЛЬСКИХ ЦЕНТРОВ В ВОССТАНОВЛЕНИИ И СОХРАНЕНИИ КУЛЬТУРНЫХ ТРАДИЦИЙ

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Аннотация. В данной статье рассмотрена роль и значение культурно-просветительских центров в поддержании культурного наследия в современном обществе. Раскрываются основополагающие функции, которые могут быть в совокупности или частично заложены в основу деятельности культурно-просветительского центра. Рассматриваются аспекты международных отношений в контексте развития культурных связей между представителями различных республик, стран и народов применимо к деятельности в рамках функционирования культурно-просветительского центра. Приводятся аспекты отражения и передачи идентичности культуры, которую представляют культурно-просветительские центры, в рамках формирования архитектуры.

Ключевые слова: культурное наследие, традиции, молодежь, пространство, культурно-просветительские центры.

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