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**УКРАЇНСЬКІ МУЗЕЇ ЗА КОРДОНОМ, ЯК КОМУНІКАТИВНИЙ  
СЕГМЕНТ В УМОВАХ ВІЙНИ**

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**UKRAINIAN MUSEUMS ABROAD, AS A COMMUNICATIVE SEGMENT  
IN WAR CONDITIONS**

**Анотація.** У статті розглядаються українські музеї. Музеї сьогодні є обов'язковою складовою туристичної політики, бізнесової діяльності. Завдяки їм, значно активізуються економічні, соціальні процеси в країнах, регіонах, де існує розгалужена музейна мережа, а також розвивається діалог культур і народів, оскільки в цьому сегменті постійно знаходиться значна кількість іноземних та вітчизняних туристів. Саме сучасні українські музеї створюють образ нашої країни, нашого народу. За рахунок існування українських музеїв за кордоном сьогодні, ми маємо можливість уособлювати культурні цінності нашої нації.

**Ключові слова:** туризм, музеї, музеєзнавство, комунікативний простір, українська нація.

**Annotation.** The article considers museums of Ukraine. Museums today are an integral component of tourism policy, business activities. Thanks to them, the economic and social processes in the countries and regions where there is an extensive network of museums, the dialogue of cultures and peoples is developing, because in this segment there is a large number of foreign and domestic tourists. It is modern Ukrainian museums that create the image of our country, our people. Thanks to the existence of Ukrainian museums abroad today we have the opportunity to represent the cultural values of our nation.

**Keywords:** tourism, museums, museology, communication space, Ukrainian nation.

Today's museum is not a classic institution. For me as a scientist, the museum is an institution that can spread knowledge on a MODERN level. So today, museums are forced to adapt to the environment. Darwin explained that if you don't adapt, you will die out like dinosaurs. This applies to education and business, including museums. But this does not mean that we should completely discard the whole of the previous history, although this temptation has arisen over the past year.

Every day in different countries, more and more Ukrainian museums appear in popular lists of "ethnic" or just interesting places for tourists, have active Internet pages, become visiting cards of the region [2; 3]. Thus, in 2019, the Ukrainian National Museum in Chicago (USA) was included in the list of 200 places to visit during the Open House Day - Open House Chicago - a free public festival that offers access to more than 350 buildings throughout the city [4]. But this is not the only Ukrainian museum in the United States.

The Ukrainian Institute (Ukrainian Institute of America) has a estate in a luxury house in one of the most prestigious places in New York, on Park Avenue opposite the Metropolitan Museum. This arrangement is just a music for every patriotic ears and a good opportunity to boast of non-Ukrainian friends. There are exhibitions of contemporary art, but a bit of ethnography and history is also offered. During the visit to this museum, the multimedia presentation of the history of Ukraine

impresses, well prepared collection of materials that highlight important events for Ukraine, as well as answer sensitive questions that may arise for foreigners. At the entrance of the Institute, a plaque was erected to commemorate the Jewish lawyer Rafal Lemkin, who proposed to introduce the term "genocide" into the vocabulary, in particular with regard to the Holodomor.

In 2018, the Ukrainian Institute launched a long-term program to create audio guides in the Ukrainian language in leading museums around the world. The aim of the program is to promote the Ukrainian language in the world and meet the language needs of Ukrainians abroad. Poland has become the second home for most Ukrainians over the past year. Of course, it affected the development of museum activities in this country. Most museums in Poland today offer audio tours in Ukrainian. When Ukrainian sounds in one of the most prestigious museums in the world - it strengthens the international image of Ukraine and the Ukrainian language as one of the most popular European languages. In addition, a Committee for Assistance to Museums of Ukraine was established in Poland. The initiative group brings together directors of museums from all over Poland, in particular the Josef Pilsudski Museum in Suleiuk, the Museum of World War II in Gdansk, the Auschwitz-Birkenau Museum, the Ethnographic Museum in Torun, the Royal Castle in Warsaw, as well as the Museum of the Palace of King Jan III in Vilanova, the National Museum in Gdansk, the Museum of the Warsaw Uprising, the Museum of Emigration in Gdynia, the National Gallery in Prague, the Museum of the History of Poland, the Museum of the Home Army in Kraków, Museum of Modern Art in Warsaw, Museum of Lazenka Krolevsky, War Museum in Białystok, Museum of Warsaw Ghetto and Ethnographic Museum in Warsaw.

Researching the development of Ukrainian museums abroad today, you understand that these are not only collections of artifacts and exhibitions, but also research centers, educational organizations. They conduct research, publish books, organize events, workshops and meetings, consult and help refugees adapt. In museums you can buy modern Ukrainian literature in translations or studies on the history of Ukraine. This process of preserving the national identity of Ukrainians

was a response to the need for self-identification of Ukrainian ethnic groups and their ability to find their place in the social structure of world society [5]. Today, Ukrainian museums abroad - this is such a necessary communication, and therefore modern culture, which not only advertises and distributes Ukrainian, but also unites Ukrainians. In addition, Ukrainian museums abroad today understand that museums today compete for the attention of visitors not only among themselves, but, above all, with other places for recreation. For example, with entertainment and shopping centers, parks, festivals, restaurants, movies and concerts. When it comes to free time, people choose to fill it out of a variety of options. In such conditions, the museum's task is not to lose those who are focused on the consumption of culture and attract those who have not even thought about it [6]. And Ukrainian museums abroad today have another important task - to interest foreigners with our history, our culture and, most importantly, to properly demonstrate their individuality and uniqueness. And in order to accomplish these tasks, museums urgently need appropriate specialists. That is, today Ukrainian museums abroad need not only art critics and historians, but also curators, art managers, tourism specialists and representatives of IT sphere. Today, young people say: if you are not on the Internet, then you do not exist. Almost all communications today occur on the Internet. Museums are no exception.

In addition, research shows that the number of visits to museum and exhibition expositions depends directly on media coverage. So now Ukrainian museums abroad need to show and advertise them on television, radio, in press reports. Museum workers face an urgent need to establish systematic and long-term cooperation and partnership with the media, to create their own image in society with the help of modern museum PR.

That is why the museum activity of Ukrainians now requires updating the forms of work of the museum team, the presentation of a specialist in public relations or the opening of an information department, the development of a special program of interaction of the museum with the media. Taking into account the peculiarities of the activities of the media in connection with the hot news of the present, museum

workers should be able to find in the historical periodicity not only its uniqueness, but also relevance, try to speak museum artifacts on modern topics.

Taking care of museums, creating new cultural institutions, Ukrainians from different countries were able to preserve their national identity, culture and traditions. Almost every country today can find something Ukrainian - from architectural monuments to street names or settlements. All this was made possible by the unity and hard work of the Ukrainians.

Modern social challenges require development along with traditional new activities of the museum. Museum pedagogy, the latest communication technologies, informatization, marketing, entrepreneurship in the work of the museum contribute to the emergence of original communications that increase the role of the museum as a social institution, determine its special place in the socio-cultural space of modern society.

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**CELEBRITY PHENOMENON**

**Анотація.** У статті розглядається поняття селебріті як культурологічна проблема, що сприяє розумінню ціннісно-сміслових аспектів феномену. Сучасні інформаційні технології наблизили відомих особистостей до народу, що збільшило їхній вплив на громадську думку, а їхнє приватне життя викликає ще більший інтерес. Наголошується на причинах популярності