

The role of art and humanities in shaping cultural approach



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Abstract The topic's relevance lies in the need to understand and define the role of art and humanities in shaping cultural approach. In today's world, with globalization and rapid changes, a cultural approach is crucial for uncovering and comprehending the diversity of cultures, their interactions, and their influence on society. This research aims to clarify the role of art and humanities in shaping cultural approach, identify their interactions, and assess their impact on the development of the contemporary cultural environment. Understanding these aspects will contribute to a more in-depth analysis of cultural phenomena and foster the development of a more tolerant and open society. The research is based on a combination of methods, including literature analysis, empirical studies, and philosophical analysis. The aim is to create a comprehensive understanding of the influence of art and humanities on the formation of the cultural approach. The investigation of the influence of art and humanities on cultural development is pertinent in the current era of global transformation. The research findings are anticipated to clarify the relationship between these fields and their effect on the creation of cultural identity, promoting an understanding of the significance of the cultural approach in the advancement of contemporary society. The research methodology aims to understand these processes comprehensively, serving as a basis for further scientific research and contributing to the development of cultural studies as a significant field of humanities.

Keywords: art, humanities, music, transformations, cultural identity, interaction

1. Introduction

In the modern world, culture is considered a key factor in the interaction between society and the individual. Therefore, it is necessary to understand its essence. The role of art and humanities is critical in shaping the cultural approach, which allows for the systematic consideration of culture as an integral part of societal life.

Art is an expression of cultural values and ideals, and serves as a means of self-expression and a source for studying cultural aspects. Works of art reflect the traditions, emotions, and perceptions of society, and allow us to examine the evolution of culture, its changes, and adaptations to modern realities.

Beukes (2021) investigated the inner period indicator in medieval philosophy. Brown (2020) edited a companion to digital humanities and art history. Demeshchenko (2021) analysed the socio-philosophical context of the history of the cultural-anthropological paradigm. Ghasabeh (2021) researched transformational leadership and cultural approach in organizations. Hamida (2020) examined philosophical and methodological aspects of the paradigmatic approach to the concept of modernization. Herbstsomer and Stahl (2021) conducted a thematic analysis of the cross-cultural experience of palliative care services. Hutton (2021) discussed philosophy and its history. Hung et al. (2021) worked on the philosophy of education in the East. Innis (2020) explored the intersection of philosophy and cultural psychology. Peña-García et al. (2020) conducted a cross-cultural investigation into online shopping behaviour. Permana et al. (2021) examined socio-cultural approaches to risk management in natural disasters. Shrivastava et al. (2020) focused on transforming sustainability science for positive global social and ecological change. Stepukonis (2020) aimed to develop a culturally informed universalism in the early stages of the Honolulu movement from comparative philosophy. Turdiyev (2021) explored the cultural and educational development of society in the scientific heritage of world philosophers. Ferretti (2022) examined the history and philosophy of geography in the context of global histories of geography. Hnatovska (2020) investigated the use of the cultural approach to promote tolerance among future professionals. Denysiuk (2022) explored the global dimensions of human development in the



Anthropocene, including cultural and value aspects. Zheliezniak (2021) analysed the changes in audiovisual culture in relation to scientific humanistic concepts, among others.

This research aims to investigate the role of art and humanities in shaping a cultural approach, identify their interactions, and assess their impact on the development of contemporary culture. Understanding these aspects will facilitate a more in-depth analysis of cultural phenomena and contribute to the development of a more tolerant and open society.

2. Methodology

The study employed literature analysis and historical analysis to form the theoretical basis of the research and determine the impact of historical events and processes on the development of culture. Comparative analysis, philosophical analysis, and semiotic analysis are also applied in this article. Comparative analysis is used to identify similarities and differences between cultural phenomena. Philosophical analysis involves using philosophical methods to examine cultural concepts and theories. Finally, semiotic analysis is a method of analysing signs and symbols in cultural contexts. The study of semiotic systems aims to reveal the context of meaning.

3. Results

The humanities, such as philosophy, literary studies, history, and anthropology, offer insights into culture through the analysis of texts, historical facts, and anthropological research. They provide tools for understanding and interpreting cultural phenomena, revealing their origins and impact on contemporary society. Human rights, an essential aspect of the humanities, also intersect with culture. Protecting cultural diversity and rights contributes to preserving and developing cultural values. A cultural approach enables us to view human rights as an essential component of cultural heritage, promoting mutual understanding and tolerance (Hnatovska, 2020).

Cultural studies, as an independent discipline, encompasses the contributions of art, humanities, and human rights in shaping a systemic approach to studying and understanding culture. This allows for the development of all-encompassing concepts that consider the variety of cultural expressions and their influence on modern societal changes.

The harmonious relationship between art, humanities, human rights, and cultural studies enables us to perceive culture as an intricate system that interacts with all aspects of life. Art expresses and archives cultural ideals, while the humanities reveal the deep layers of its development. Human rights ensure the protection of cultural heritage, and cultural studies provide us with the tools for a comprehensive understanding of this inexhaustible phenomenon.

A cultural approach helps society avoid stereotypes and recognize the diversity of cultures, which is important for building a global society capable of interacting based on diversity and mutual understanding.

Thus, the intersection of art, humanities, human rights, and cultural studies fosters a sense of integrity and profound understanding of cultural diversity. This foundation enables the development of a modern society based on mutual respect, tolerance, and harmony.

The formation of a cultural approach that involves art and the humanities provides a limitless source of ideas and opportunities for further research. In today's world, it is not only important to understand cultural heritage, but also to actively participate in its preservation and development.

A crucial aspect of cultural approach is the interaction of complementary knowledge fields, which together create a comprehensive view of culture as a dynamic system. Art reflects cultural realities and collaborates with the humanities, which studies the roots and evolution of cultural phenomena. Human rights ensure the protection of cultural values and guarantee everyone's right to cultural diversity.

In the face of contemporary challenges such as globalization and rapid technological changes, a cultural approach grounded in art and the humanities is necessary for preserving cultural diversity and building a resilient society. This synergistic approach allows for the development of projects and initiatives that aim to enhance cultural heritage and promote cross-cultural understanding (Rozman & Yakym, 2021).

Recognizing the significance of collaboration between art, the humanities, human rights, and cultural studies, we acknowledge the role of each element in creating a cultural approach that contributes not only to preserving the past but also to shaping a proper and harmonious future (Brown, 2020). Art, as an expression of cultural values, plays a crucial role in shaping the cultural approach. Artworks can aid in the perception and interpretation of cultural peculiarities through an emotional and creative lens. They act as a mirror, reflecting not only individual experiences but also the collective consciousness of society.

Various art forms, such as painting, sculpture, and music, can reflect cultural paradigms and establish visual and auditory codes that are decipherable elements of cultural analysis. According to Zheliezniak (2021), they communicate traditions, beliefs, histories, and sociocultural changes.

Art stimulates dialogue between different cultures and epochs, helps preserve cultural heritage, and creates new interpretations. The interaction between art and the audience creates space for understanding and empathizing with the diversity of cultural expressions (Pletsan, 2022).

The humanities study various aspects of culture through philosophical, literary, historical, and anthropological lenses:

1. Philosophy plays a crucial role in shaping the cultural approach as an important field of the humanities. Cultural studies is not only concerned with customs and traditions but also with values that define our way of thinking and worldview (Beukes, 2021).

The philosophical approach to cultural studies helps us understand the fundamental principles underlying cultural development. Studying philosophy allows for an exploration of the fundamental ideas that define a particular community's common beliefs and values. It examines how culture shapes individual and collective identity, analyses the influence of cultural phenomena on the development of human thought, and helps uncover the meaning of cultural manifestations in the modern world (Demeshchenko, 2021).

Philosophy studies cultural relativism, cultural differences, and possibilities for dialogue. It provides theoretical foundations for terms and concepts in cultural studies, enriching our understanding of cultural diversity.

Philosophy plays a crucial role in shaping concepts and theories that define the place of culture in society. It helps to determine the role of culture in shaping worldviews and perceptions of social phenomena.

One of the key contributions of philosophy to cultural studies is its profound understanding of how ideas and concepts influence cultural practices and transformations in society. According to Innis (2020), philosophy enables us to perceive the intellectual image of an era, which defines the cultural development's greatness.

Philosophy is a crucial component for a thorough and wide-ranging comprehension of cultural studies. It provides researchers and the public with avenues to explore the significance of cultural expressions and establishes a basis for developing a cultural approach in the contemporary world (Herbstsommer & Stahl, 2021).

Among the noted philosophers whose work influenced the development of a cultural approach, we can mention the following:

- Friedrich Nietzsche (1844–1900) made a significant contribution to understanding culture and its impact on society. In his works such as “Thus Spoke Zarathustra” and “On the Genealogy of Morality”, he considered culture as an important element in shaping human identity and values.
- Martin Heidegger (1889–1976) believed that philosophy should be linked to life and culture. His concept of “Being” defined how culture determines human existence. He emphasized the importance of understanding the essence of cultural phenomena.
- Roland Barthes (1915–1980), a postmodernist philosopher and literary theorist, made an important contribution to understanding culture as a system of signs. His works, including “The Fashion System” and “The Death of the Author”, opened up new perspectives on the role of cultural texts and their interpretation.
- Jacques Derrida (1930–2004), a representative of deconstructionism, studied the role of language and culture in creating meaning. His works, such as “Of Grammatology” and “Writing and Difference”, questioned traditional concepts and prompted a reconsideration of cultural paradigms.
- Jean-Paul Sartre (1905–1980) made a significant contribution to understanding freedom and responsibility in the context of culture. He emphasized the importance of individual choice and interaction with society in shaping cultural reality.
- Michel Foucault (1926–1984) studied the interaction of power, knowledge, and culture. He analysed how cultural ideas influence society and how power shapes cultural structures. His works, such as “Discipline and Punish” and “The Archaeology of Knowledge”, revealed new avenues in understanding cultural studies.
- Carl Gustav Jung (1875–1961) made a significant contribution to the development of psychology and the philosophy of culture. His concept of the collective unconscious and archetypes expanded the understanding of the influence of cultural symbols on the psyche and the formation of personality.
- Hans-Georg Gadamer (1900–2002) developed ideas of hermeneutics and cultural philosophy. He considered culture as an endless process of interpretation, in which each generation contributes to the understanding of cultural traditions.
- George Bernard Shaw (1856–1950) is known for his ideas on the role of art and culture in society. He emphasized the importance and significance of theatre and literature as forms of expression and influence on profound cultural processes.

These philosophers were instrumental in defining various aspects of cultural studies and laying the theoretical foundation for the development of this field. They have influenced the understanding of culture, its essence, and its interaction with other aspects of life and society.

2. Literary studies, in the context of shaping a cultural approach, plays a key role in unfolding the multifaceted world of culture through the exploration and analysis of literary works.

The analysis of literary texts is a mechanism for unravelling cultural threads. Investigating the structure, style, and linguistic devices allows us to identify the influence of literary origins on the formation of cultural concepts.

The study of literature examines literary works within their historical context to reveal how literature bears witness to and participates in historical events, defining cultural highs and lows.

Literary studies, within a cultural approach, intersects with philosophy as literary works can convey philosophical ideas. This provides insight into how literature shapes cultural worldviews and philosophy (Kovtun & Vodolazhchenko, 2023). The social aspect of literary studies is determined by the analysis of the reflection of sociocultural realities in works. Literature goes beyond words, becoming a mirror of society, where a cultural approach helps to examine its interaction with social realities. Literary studies adapts to contemporary trends in the context of cultural analysis. Examining new literary trends reveals how works reflect and interact with current cultural and social challenges (Hung et al., 2021). The study of literature, a blend of artistic and intellectual endeavours, aids in the formation of a deep and reflective cultural perspective. Literary works reveal cultural paradigms, aiding in the understanding and embodiment of unique aspects of our cultural heritage.

3. History, when combined with art and humanities, has a significant impact on shaping cultural approach. By examining past events, people, and cultural transformations, history provides us with a multi-layered context of our present (Hutton, 2021). In the context of the cultural approach, history serves as a fundamental narrative. Studying history enables us to recognize and comprehend the impact of past events on the present, revealing the origins of cultural and social phenomena.

Analysing the historical context allows us to uncover the connections between different epochs and cultures. This understanding contributes to defining common and distinct features, shaping the perception of cultural integrity and development. The discussion of history in the context of cultural studies distinguishes fundamental concepts of time, progress, and cultural evolution. This allows for uncovering deep subtexts of cultural and intellectual movements. The socio-cultural aspect of history processes the interaction between society and its culture. By examining social and cultural transformations, history becomes a key element in understanding how society and culture interact (Rusakov, 2020). Contemporary trends in history are analysed to determine the impact of modern challenges and transformations on the cultural landscape. Studying history provides an opportunity to forecast and understand the direction of cultural development.

History, with art and humanities, serves not only as a witness to the past but also as an integral part of shaping cultural approaches. Its consideration, alongside other disciplines, helps to uncover and comprehend the diverse aspects of our cultural heritage.

4. Anthropology, when integrated with art and humanities, plays a crucial role in shaping cultural approach. By studying human nature and cultural manifestations, anthropology uncovers the threads and connections that shape the cultural landscape (Permana et al., 2021).

It serves as a crucial tool for comprehending the diversity of cultural expressions within the cultural approach. Studying different facets of human existence, such as language, customs, beliefs, and social structures, enables us to recognize and examine the distinct features of each culture. Anthropological analysis of context reflects how cultural interactions and exchanges influence different communities, and how they adapt to one another. The study of ethnic groups, migrations, and cultural contacts determines the ways in which communities interact and influence each other. In the context of cultural studies, anthropology deeply engages with the philosophical aspects of culture. Studying human nature, beliefs, and values enables us to uncover the philosophical foundations of different cultures and their impact on society.

Anthropology views social reality through the prism of social relations and structures in different cultures. Research into social rituals, family structures, and other aspects of social organization helps us understand the formation of cultural patterns (Denysiuk, 2022). Contemporary trends in anthropology focus on analysing the interaction between culture and technology, intercultural challenges, and new forms of cooperation. Anthropology, when combined with other scientific disciplines, can reveal and interpret our cultural heritage, enriching our understanding of culture.

The humanities provide a theoretical and methodological foundation for the development of the cultural approach, offering analytical tools for examining cultural phenomena in a broad context (Hamida, 2020). The interaction between art and humanities provides a distinctive space for deeper understanding and analysis of culture. This synergistic approach forms the basis for revealing the essence of the cultural approach, which considers the diversity and dynamics of cultural phenomena in the modern world (Ferretti, 2022).

The cultural approach is an integrated perspective on the study of culture, encompassing various fields of knowledge such as art history, humanities, history, and anthropology. The concepts of the cultural approach reveal a profound understanding of how culture is formed, developed, and interacts with other aspects of society. Below, we will consider some key concepts of the cultural approach.

1. Interdisciplinarity in cultural studies involves the use and integration of various fields of knowledge to gain a more in-depth understanding of cultural phenomena. Cultural scholars employ methods and approaches from art history, humanities, history, anthropology, philosophy, sociology, linguistics, and other scientific fields to comprehensively examine culture (Stepukonis, 2020).

Art history contributes its methods to analysing the impact of art on society and revealing the significance of artworks. Humanities, such as literary studies, philosophy, and religious studies, add depth by examining ideas and concepts. The historical approach indicates how past events influence the cultural landscape. Anthropology reveals the relationship between culture and human behaviour, while philosophical discourse helps identify profound ideas that shape worldviews. The sociological approach examines socio-cultural interactions and the formation of identity. Linguistic analysis reveals the role of language in cultural expression (Xie, 2011).

This interplay of scientific fields enables cultural studies to utilize various approaches and methods to deeply examine complex cultural phenomena. The interdisciplinary approach helps to obtain a fuller and more comprehensive understanding of cultural realities (Shrivastava et al., 2020).

2. Contextuality in the cultural approach is demonstrated by considering the specific circumstances and surroundings in which cultural phenomena arise and develop. Cultural scholars acknowledge that understanding culture is not possible without considering the specific time, place, social conditions, and other factors that influence its formation. The contextual approach in cultural studies allows for a more profound understanding of cultural phenomena within their specific environment and interactions.

Examining culture in context, cultural scholars analyse how specific historical events, political changes, economic factors, and socio-cultural conditions influence its development. They pay attention to the interaction of cultural elements in specific circumstances and attempt to understand how these elements acquire significance and shape the cultural fabric. The contextual approach reveals the importance of understanding and considering various layers of influence on culture, such as traditions, language, religion, technology, and globalization. It is important to monitor changes in context and adapt approaches to reflect transformations in the cultural environment.

3. Dynamism and change are fundamental aspects that define the cultural approach. In the context of cultural studies, it is understood that culture is not a static object, but a process that constantly evolves and transforms over time. Cultural scholars actively study the dynamics of culture and the factors influencing its change (Fedortsova, 2016).

By acknowledging dynamism, cultural studies consider constant changes in perceptions, values, traditions, and expressions of culture. This may include socio-cultural and political transformations, technological progress, adaptation to new conditions, and interaction with other cultures. Change in cultural studies is also considered as a result of the interaction of cultural factors. Cultural scholars examine how various influences, such as mass culture, globalization, and other factors, bring about changes in traditional cultural forms and expressions.

The dynamic approach in cultural studies means that research is not limited to a static description of cultural aspects, but follows their transformations over time. This allows for an understanding of the processes that lead to the evolution and development of culture, considering its dynamics and constant transformation.

4. Semiotics and symbolism are significant in the cultural approach as they aid in revealing the meaning and interpretation of cultural phenomena. In cultural studies, semiotics and symbolism analysis enable the understanding of how signs, symbols, and linguistic constructs shape cultural meanings and perceptions (Turdiyev, 2021).

Semiotics in cultural studies explores various types of signs and their meanings in the context of cultural practices. Studying semiotics enables the discovery of the sacred and social aspects of signs, which are frequently concealed in cultural expressions. Symbolism in cultural studies is evident in the analysis of various symbols that hold specific meanings for particular groups or society as a whole. By revealing symbolism, cultural scholars explore how certain images, colours, or forms embody the ideas, values, and history of culture. Semiotic and symbolic analysis in cultural studies can reveal hidden aspects of cultural expressions and help us understand how different elements are perceived and interpreted in various contexts. This approach also sheds light on how culture uses signs and symbols to create and maintain collective values and identities.

5. Globalization and localization are fundamental concepts in the cultural approach. They help to understand how cultural phenomena interact on a global scale while maintaining their uniqueness and specificity at the local level.

In cultural studies, globalization refers to the processes of global connection and interaction that lead to the spread of cultural influences, ideas, goods, and information across countries and continents. Cultural scholars investigate the impact of global processes on cultural diversity, including the emergence of new cultural forms and identities, as well as conflicts between the global and the local (Hohol, 2020). Conversely, localization involves adapting global elements to a specific local context, which may include preserving traditions, languages, and identities under the influence of global trends. Cultural scholars examine how cultural elements adapt and transform within a specific region or community (Sheiko, 2022). The interplay between globalization and localization creates a complex cultural landscape where global and local factors intertwine and interact. This process can result in cultural enrichment and innovation, as well as challenges and conflicts related to preserving traditions and identities in the face of global interaction (Ghasabeh, 2021).

6. Cultural memory is a crucial aspect of the cultural approach, referring to the preservation and transmission of past events, traditions, and experiences in society. Cultural scholars investigate how this memory shapes cultural identities and influences contemporary cultural practices. It encompasses the preservation and transmission of traditions, history, language, religious rituals, and other aspects of cultural heritage. Studying this aspect enables cultural scholars to reveal how a community determines what is important to preserve and how these elements shape collective memory. Cultural memory can take various forms, such as folk narratives, memorials, festivals, and religious rituals. Cultural scholars also investigate how this memory may undergo transformation and reinterpretation over time, particularly in the context of globalization and technological development.

Understanding cultural memory is crucial in revealing the influence of the past on the present, the formation of national and cultural identities, and the perpetuation and transmission of values and norms across generations.

These concepts interact and jointly define the methodology of cultural studies, making it an analytical and deeply contextualized field within the realm of culture and society.

Thus, a cultural approach is a methodological and theoretical approach to studying culture that emerged in the second half of the 20th century as a response to the diversity and complexity of cultural phenomena. The main objective of cultural studies is to comprehend the essence and development of culture in its various aspects (Peña-García et al., 2020).

The cultural approach is based on the intersection of several fields of knowledge, including philosophy, history, sociology, anthropology, art history, literary studies, and other humanities. This allows for the exploration of culture as a complex and integrated system that includes various aspects and interconnections. Cultural studies are an effective tool for understanding and analysing cultural phenomena in the modern world.

4. Discussion

The role of art and the humanities in shaping a cultural approach is significant. Art can express and reveal cultural ideas, values, and experiences, making it a key element in cultural formation. Works of art serve as a reflection of society, providing a window into cultural practices and helping to understand how cultural concepts are reflected in visual, audio, and literary forms.

The humanities, including philosophy, literary studies, history, religious studies, and linguistics, have a significant impact on shaping cultural approaches. They offer a methodological foundation for analysing cultural phenomena, revealing their evolution and interaction with other aspects of life. Jurisprudence contributes to the cultural approach by providing a legal context and analysing the interaction between culture and the legal system (Hohol, 2020). The study of jurisprudence aids in comprehending how legal principles shape cultural standards and how culture, in turn, influences the legal system. Philosophy provides a theoretical foundation for understanding cultural concepts and ideas, identifying the fundamental values, doctrines, and worldviews that define the cultural landscape. Literary studies reveals the role of literature as an important means of transmitting cultural heritage and analysing its impact on society. Texts are considered a reflection of cultural practices and identity (Turdiyev, 2021).

The historical approach allows us to identify the stages of cultural development, study transformations, and determine how past events influence the current cultural context. Linguistics helps us comprehend how language shapes cultural identity and expresses cultural concepts.

5. Conclusion

The importance of art and humanities in shaping cultural approaches is undeniable. This synergy between two key components defines the modern approach to studying culture, providing a deep understanding and interpretation of cultural phenomena. Art reflects cultural ideals in visual, auditory, and literary forms, making it a key mechanism for transmitting cultural values and world perception. From traditional painting to contemporary art, it interacts with the humanities, creating a foundation for cultural studies. The humanities, including philosophy, literary studies, and history, offer conceptual and theoretical tools for comprehending, analysing, and interpreting cultural phenomena. Their methods and approaches aid in uncovering the development of culture, comprehending the interaction between individuals and their environment, and studying cultural heritage.

The collaboration between art and the humanities shapes cultural approaches, providing a comprehensive understanding of culture's essence and development. This partnership allows for the appreciation of each cultural expression's uniqueness and the study of their interconnections and influence on shaping contemporary cultural paradigms.

In a world of globalization and constant change, understanding and appreciating the cultural approach, defined by the interaction of art and the humanities, is crucial for creating a deep and open society where cultural diversity serves as a source of improvement and development.

Ethical considerations

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Conflict of Interest

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