

financial and material support of the creative process, as well as to perform certain social tasks, such as conducting cultural and educational work; study, preservation and protection of museum collections, architectural monuments, etc.

The article emphasizes that for the theatrical space these are additional opportunities for propaganda among the widest general public of theatrical art as such, organization of special actions, conferences, festivals by theatrical institutions, stimulation of topical avant-garde art experiments. Therefore, the consideration of fundraising practices of European countries in the cultural space and the possibility of its adaptation to modern Ukrainian conditions seems to be extremely relevant.

The problems and issues addressed by the authors of the article allow to state the urgent need for thorough art, cultural, practical research, devoted to a comprehensive analysis, the statement of foreign and domestic experience of fundraising in the performing arts.

Olena Abramovych
Theoretical and methodological aspects of advertising
cultural and artistic services in modern social-cultural conditions...

Advertising in the time of technogenic development has become an urgent need and a production need in everyday life. Scientific researches on the origins, values and prospects of advertising are relevant. Advertising activity on goods and services in different nations on different continents appeared and established not at the same time, but in complete dependence on social development, and the first research and analyses on this topic appeared first in the most economically developed countries.

Scientific works of scientists considered history and origin of advertising, where main attention was directed to forecasting the role and meaning of advertisement in society's life and development of economy, interstate economic and cultural relations with its help. Scientific research of advertising activities become an independent branch of science, as they summarize and predict the human economic and cultural practice and have an economical and communicative approach to the problem investigated. According to researchers, advertising is closer than any other

field of spiritual production associated with the material relations of people and a deterministic level of production and, as a form of scientific and technological progress, meets the needs of social-economic development of a separate state. The scientifically and historically justified recommendations and forecasts of scientists positively influenced the development and improvement of advertising means, make them more receptive, accessible and necessary in the economic and cultural process of state development and daily life of an ordinary citizen.

The scientific thought of the researchers proved that advertising gradually became a form of social consciousness. It gradually gaining various new forms and means, performs important social and political tasks.

Influence of scientific and technological progress on a person changed its relation to a sense of time and space. The emergence of various technical means of transmission, exchange and storage of information have formed a single world consumer space (information product). Advertising as an information category as a component of spiritual culture has acquired new forms, types and technologies in connection with the formation of the World Network online. Aesthetically-educational opportunities of advertising relate to the Internet resource as a potential platform for broadcasting advertising messages.

Modern advertising looks like the interactive customer needs and preferences designer, at the same time a broadcaster of aesthetic and cultural norms of today.

Olena Onishchenko
«Problem field» of French humanistic: experience of the
second half of 19th century

The material of the article is focused on the second half of the 19th century - an important and very specific stage in the development of French humanities. Specific historical and cultural traditions that positively influenced the theoretical research of the 1850s and 1870s and contributed to active cultural processes in the period of the end of the Romantic era are singled out.

Emphasis is placed on the formation of "theoretical and practical parity - a structural element of European humanities - in the logic of which organically