

DOI: [https://doi.org/10.18371/fp.3\(47\).2022.495758](https://doi.org/10.18371/fp.3(47).2022.495758)

JEL Classification: I38, M14, Z10

FINANCIAL MECHANISMS OF FUNCTIONING OF CULTURE SPHERE

KINAL Nadiya

*PhD student of the Department
of Regional Financial Policy*

State Institution "Institute of Regional Studies

*named after M. I. Dolishnyi National Academy of Sciences of Ukraine",
Ukraine, Lviv*

ORCID ID: <https://orcid.org/0000-0001-8184-8043>

Abstract. *The article examines directions for improving financing of the cultural sphere of Ukraine, as a consolidating basis for the development of the state and resistance to external geopolitical challenges, and analyzes the foreign experience of financing the cultural sphere. It was concluded that the correct financial strategy is needed to effectively improve the financing of the development of the cultural sphere of Ukraine.*

Key words: *mass culture, financial strategy, financial resources, centers of creativity, financial mechanisms.*

The effectiveness of managing financial resources requires a scientifically based system of methods and techniques for their formation, distribution and use, which determines at the present stage the objective necessity of determining the purpose and results of the movement of financial resources, tools, factors, therefore, for the development of the sphere of culture in Ukraine, the experience of financing has been analyzed spheres of culture in the USA and European countries.

In particular, in the United States of America, the state finances only a part of cultural projects, and most of them are private companies, patronage, but the question of economic success, adaptability and social stability of the USA in the field of culture is before us.

Thus, the success of American mass

culture does not lie in some of its individual formal or aesthetic properties, but in its general development, which is consciously constructed as a product of American mass culture and identifies popular sovereignty as a socio-political engine and as an empowerment.

Analyzing the development of the cultural sphere in Europe, we pay attention to the main types, namely: direct financial support; special taxation regime; provision of consulting and information services to the private sector; education and professional training of personnel of the commercial sector of culture.

Therefore, in order to achieve success in the development of the sphere of culture in Ukraine, it is necessary to apply financial mechanisms and correctly form the process of creating a financial

strategy, which goes through specific stages:

- forecasting and planning of cash flows by developing relevant internal documents;	investment and financial activity budgets;
- approval and implementation of	- budget execution control;
	- adjustment of plans and budgets in accordance with changes in external and internal conditions.

References

1. U proiekti derzhbiudzhetu-2023 zmenshyly vydatky na kulturu [In the draft state budget-2023, expenditures on culture were reduced]. chytomo.com. Retrieved from: <https://chytomo.com/u-proiekti-derzhbiudzhetu-2023> [in Ukrainian].
2. Viina i kultura. Yak mytets mozhe dopomohty Ukraini pid chas viiny [War and culture. How an artist can help Ukraine during the war]. lr4.lsm.lv. Retrieved from: <https://lr4.lsm.lv/lv/raksts/mes-ukrainai/vyna--kultura.-yak-mitec-mozhe-dopomogti-ukran-pd-chas-vyni.a163352/> [in Ukrainian].
3. Muzei, palatsy ta tserkvy: Minkult opryliudnyv spysok zruinovanykh okupantamy ob'ektiv [Museums, palaces and churches: the Ministry of Culture published a list of objects destroyed by the occupiers]. lifepravda.com.ua. Retrieved from: <https://lifepravda.com.ua/culture/2022/03/16/247844/> [in Ukrainian].
4. Ministr kultury Italii poobitsiav vidnovyty dramteatr u Mariupoli [The Minister of Culture of Italy promised to restore the drama theater in Mariupol]. bigkyiv.com.ua. Retrieved from: <https://bigkyiv.com.ua/ministr-kultury-italiyi-poobiczyav-vidnovyty-dramteatr-u-mariupoli/> [in Ukrainian].
5. Berndt Ostendorf. Why is American popular culture so popular A view from Europe. Retrieved from: <https://core.ac.uk/download/pdf/237001065.pdf>
6. Box Office Mojo. Retrieved from: <https://www.boxofficemojo.com/>
7. Pro zakhody shchodo pidtrymky sfery kultury, okhorony kulturnoi spadshchyny, rozvytku kreatyvnykh industrii ta turyzmu [On measures to support the sphere of culture, protection of cultural heritage, development of creative industries and tourism]. zakon.rada.gov.ua. Retrieved from: <https://zakon.rada.gov.ua/laws/show/329/2020#Text> [in Ukrainian].
8. Makarenko, U.B. (2020). *Finansovyi mekhanizm rozvytku mediinykh pidpriemstv [The financial mechanism for the development of media enterprises]*. (Candidate's thesis). Lviv. [in Ukrainian].
9. The CulturEU funding guide EU Funding Opportunities for the Cultural and Creative Sectors 2021-2027. www.oficinamediaespana.eu. Retrieved from: https://www.oficinamediaespana.eu/images/media_europa/cultureu-funding-guide.pdf
10. Lytvynenko, O.M., Rozumna, O.P. & Zdioruk S.I. (2012). *Analitichna dopovid: Kulturna polityka Ukrainy: natsionalna model u Yevropeiskomu konteksti [Analytical report: Cultural policy of Ukraine: national model in the European context]*. K. : NISD. [in Ukrainian].
11. Biudzheth 2023 roku: Menshe na mediino-kulturnu sferu, ale bilshe na marafon i systemu zakhystu informatsii [The 2023 budget: Less for the media and

cultural sphere, but more for the marathon and the information protection system]. detector.media. Retrieved from: <https://detector.media/rinok/article/205125/2022-11-19-byudzhet-2023-roku-menshe-na-mediyno-kulturnu-sferu-ale-bilshe-na-marafon-i-systemu-zakhystu-informatsii/>. [in Ukrainian].

12. Ministry of Culture and Information Policy of Ukraine. Retrieved from: <https://mkip.gov.ua/content/normativnopravovi-akti-strategichne-planuvannya.html> [in Ukrainian].

13. Mapa kulturnykh vtrat [Map of cultural losses]. uaculture.org. Retrieved from: <https://uaculture.org/culture-loss/> [in Ukrainian].

14. Toffler, Elvin. (2000). Tretia khvyliia [The third wave]. K.: Vyd. dim «Vsesvit». [in Ukrainian].

15. Public Funding for Arts and Culture in 2020. Retrieved from: <https://www.giarts.org/public-funding-arts-and-culture-2020>

16. Arts and culture philanthropy: what donors should know. Retrieved from: <https://givingcompass.org/article/arts-and-culture-philanthropy>

17. Creative Economy. Ministry of Culture Estonia. Retrieved from: <https://www.kul.ee/en/arts-and-creative-economy/creative-economy>

18. Creative Europe programme. Retrieved from: https://creativeeurope.in.ua/p/about_creative_europe_programme

19. Kreatyvna ekonomika – nova ekonomichna epokha XXI [Creative economy is a new economic era of the 21st century]. www.epravda.com.ua. Retrieved from: <https://www.epravda.com.ua/publications/2022/06/10/682634/> [in Ukrainian].

20. Pantielieieva, N.M. & Arutiunian, L.L. (2019). Teoriia ta praktyka kreatyvnoi ekonomiky v umovakh tsyfrovizatsii [Theory and practice of the creative economy in conditions of digitalization]. *Finansovyi prostir - Financial space*, 3(35), 136-142. [in Ukrainian].