

## СЕКЦІЯ XX. АРХИТЕКТУРА ТА МИСТЕЦТВОЗНАВСТВО

### ART AS A PHENOMENON OF PERSONALITY FORMATION

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Today humanity has faced the problem of aesthetic value. The current crisis of society is manifested in economic, political, ideological, moral and spiritual spheres of human activity. As a matter of priority an increased focus has to be put on spiritual crisis, because it extremely influences the other spheres of our life. Society needs a harmonious combination of material artefacts and spiritual values of civilization and culture. Art plays a significant role in this context. It helps to orient all spheres of civilization and culture humanistically. Moreover, it morally enlightens and promotes the formation of personality. Art activates creative forces, helps self-expression and self-affirmation, cultivates kindness and cordiality, develops imagination and creative thinking of the individual. At the same time, art gives aesthetic and moral satisfaction, and the harmony of the soul with it. That is why only art is an effective tool for becoming a full personality in modern conditions [2, p. 49].

The spiritual world is the source of the essence of man and the goal of his evolutionary development. The beauty of nature and contemplation of the works of art contain a powerful spiritual and emotional stimulus, the impulse to creativity, the desire to live and create according to the laws of nature, leave in mind the spiritual footprint that serves as a reliable basis for forming highly spiritual personality traits [3, p. 112].

At the same time, aesthetic development develops the creative potential of the individual. The power of the influence of the works of art on a person is amazing. In particular, under the influence of the beauty of nature or upon reading a novel, analysing a picture or watching a movie, a person has an aesthetic reaction that awakens those forces that he did not even guess to have. The fact is that works of art affect our emotions, make us worry, rejoice, grieve, love and hate. Art purifies our soul, makes us more beautiful, kinder, nobler, wiser.

Fascinated by a certain aesthetic ideal, a person tries to imitate it. However, this does not mean that the individual dissolves in this image, on the contrary, he discovers new forces and opportunities that promote his self-expression and self-affirmation. Art is designed to help a person discover the best that he has. At the same time, it enriches the emotional and volitional sphere, imagination and thinking.

The aesthetics of art, the development of aesthetic tastes and preferences, the ability to distinguish true beauty from cheap imitations have always identified the high spiritual and cultural development of the individual. With the help of this the orientation of

the individual in the world of aesthetic values and the ability of man to aesthetic perception and experience, aesthetic taste and ideal, the ability to work and create artistic values according to the laws of beauty is produced. Aesthetic education is closely related to moral education. Due to the beauty and positive aesthetic feeling evoked by the beauty, people are often inclined to goodness even before its idea is perceived by consciousness [4, p. 25].

A culturally developed person seeks to bring elements of beauty into all activities, making it more successful. This means that the effective implementation of labour, moral, intellectual education is impossible if we ignore the aesthetic. Man has a subtle sense of beauty, which is embodied not only in the works of literature and art but also in any sphere of life. Such a person is able to enjoy the beauty and actively creates it [1, p. 70].

From ancient times, when art first appeared, people tried to find the deep meaning that artists put into their works. In facts or objects an artist sees something more than just facts or objects. The images embodied on the canvas by the master always have a wide range of perception. Art is able to inspire conversations, discussions, in which everyone has the right to their own opinion.

Nowadays a person can no longer imagine life without reading a book, watching a new movie or a premiere in the theatre, listening to a favourite musical group or attending an art exhibition. In art man finds new knowledge, answers to vital questions, peace from everyday hustle and bustle, and pleasure. It is with the development of civilization that art not only suffered certain losses, but also gained unprecedented opportunities to influence the mass audience, the formation of their tastes, orientations, ideals. It is through art that we have “spiritual portraits” of different historical epochs [5, p. 157].

The importance of art culture in the modern world is constantly growing, and art seeks a global understanding of the world, the solution of global problems. The task of modern society is to understand the language of art, because it is through art that humanity conducts a primordial dialogue with the universe.

Thus, art is an integral attribute in the life of humanity. It plays an important role in all spheres of human activity. Art is a unique and original form of activity. Art not only reflects the prevailing ideas of culture in its development but also participates actively in the formation of new aspects of social consciousness, psychology, expanding human potential, ideas of beauty and promoting its self-improvement.

#### References:

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