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ART AND CULTURE IN A GLOBALIZED WORLD: AN INTERDISCIPLINARY PERSPECTIVE

Globalization, as a complex and multidimensional process of transformation in the modern world, affects not only economic and political systems, but also the very foundations of culture, art, and human consciousness. In academic discourse, globalization is understood as the process of forming a “single social space” in which previously isolated cultures come into constant interaction. Within this context, culture becomes not only an object of global change but also an active subject that shapes these processes. At the same time, globalization significantly influences psychological processes, particularly the formation of individual and collective identity, cultural self-perception, and adaptation to multicultural environments.

The relevance of the topic involves the fact that contemporary art is developing in the conditions of intensive intercultural exchange, the hybridization of forms, and the transformation of cultural identities. These processes also affect the psychological perception of cultural values, traditions, and belonging. As researchers note, the globalization of culture can be seen as the process of integrating individual national cultures into a single world culture (Robertson, 1992; Scholte, 2005), which requires an interdisciplinary analysis from the perspectives of cultural studies, sociology, philosophy, psychology, and art history.

The purpose of the study is to identify the main ways in which globalization influences art and culture, as well as to highlight the interdisciplinary nature of these processes.

Cultural globalization is viewed as a complex and often contradictory process that combines tendencies toward both standardization and diversity. On the one hand,

cultural diffusion is intensifying, and universal cultural forms, values, and practices are spreading across national borders. On the other hand, local identities and traditions are not disappearing. Instead, they are often preserved and strengthened.

The academic literature emphasizes that globalization is leading to the emergence of a “planetary civilization” characterized by a combination of cultural unity and pluralism. This dynamic reflects the simultaneous integration of societies into a shared cultural space and the continued importance of preserving cultural diversity and national identity.

This dual nature of cultural globalization is reflected in such concepts as glocalization (a combination of global and local), cultural hybridization, and transnational identity, all of which illustrate the interaction between global influences and local cultural traditions. These processes demonstrate that globalization does not simply lead to cultural uniformity, but also creates new forms of diversity and intercultural dialogue.

Researchers emphasize that global culture develops through the intensification of intercultural exchange, the increasing interconnectedness of societies, and the continuous reinterpretation of cultural values and identities (Robertson, 1992). As a result, culture in the age of globalization loses its isolated and closed character, becoming more dynamic, networked, and polycentric. This transformation highlights the growing importance of interdisciplinary approaches to understanding contemporary cultural and artistic processes.

Globalization has a strong influence on contemporary art, affecting not only artistic styles and creative practices but also the institutions through which art is presented and interpreted. Today, art develops in an international environment where cultural exchange becomes faster and more intensive. These changes include the following:

- institutional changes: modern art increasingly functions within global institutions such as biennales, art fairs, museums, and international exhibitions. These platforms create opportunities for artists from different countries to present their work to a wider audience and to participate in global cultural dialogue. As a result, a more unified artistic space is being formed, where different cultural traditions interact and influence one another. Researchers note that globalization contributes to the institutionalization of art and the development of a multicultural artistic environment in which different cultural codes coexist. From a psychological perspective, this also affects how artists construct their professional identity and how audiences emotionally and cognitively engage with artworks in global contexts. International exhibitions and festivals become spaces not only for artistic presentation but also for cultural communication and exchange;

- aesthetic and psychological transformations: globalization also changes the aesthetic features of contemporary art. It leads to the blurring of boundaries between artistic styles, the combination of traditional and modern forms, and the development of transnational artistic practices. Artists increasingly work beyond national frameworks, combining elements from different cultures and creating new hybrid forms of expression (Pieterse, 2025). At the same time, these processes influence the psychological dimension of artistic creation and reception. Issues of identity, cultural memory, and emotional response become central, as both artists and viewers navigate multiple cultural references and meanings.

As a result, contemporary art becomes more open, flexible, and diverse. It reflects global social processes while preserving local cultural meanings, which makes it an important field for interdisciplinary and psychological research.

The study of globalization in culture and art requires an interdisciplinary approach, since these processes cannot be fully explained from a single scientific perspective. They involve social, philosophical, cultural, and psychological dimensions that are closely interconnected. Thus, philosophy focuses on questions of identity,

cultural differences, and universality. A key issue is whether globalization leads to the loss of cultural uniqueness or to its transformation into new forms. In this context, globalization is often seen as a process that both reduces boundaries between cultures and creates new challenges related to identity and self-definition.

From a sociological perspective, globalization is understood as the growth of communication networks and interactions between societies. Culture is seen as the result of shared social processes, while art reflects social realities and collective experiences. Globalization increases the exchange of information across borders, which leads to new forms of cultural interaction and social practices.

Cultural studies examine globalization as a process of cultural exchange and interaction. The main focus is on symbols, values, and cultural meanings shared between societies. Mass culture plays an important role in this process, as it spreads common cultural patterns and contributes to the formation of global cultural trends.

From a psychological perspective, globalization influences how individuals perceive themselves and others in a multicultural world. It affects the formation of personal and cultural identity, as well as processes of adaptation to new cultural environments. People increasingly experience multiple cultural influences at the same time, which can lead to both enrichment and inner tension in identity formation (Hermans, 2007). As a result, psychological processes such as self-perception, cultural belonging, and intercultural communication become important aspects of globalization in art and culture.

Conclusion. Thus, art and culture in a globalized world form a complex and constantly changing system. Globalization contributes to the creation of a more interconnected cultural space, but at the same time it raises important issues related to identity, cultural differences, and the preservation of diversity.

An interdisciplinary approach helps to better understand these processes by combining perspectives from sociology, philosophy, cultural studies, and psychology. It

shows that contemporary art does not simply reflect globalization, but also actively participates in it, shaping new forms of cultural interaction and communication. Prospects for further research involve studying how cultural identity is preserved and transformed in a global context, how individuals and societies adapt to cultural change, and how art can respond to current global social and humanitarian challenges.

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THE IMPACT OF SOCIAL MEDIA ON MODERN CULTURE AND EDUCATION

In the 21st century, rapid technological development has significantly transformed social, cultural, and educational processes. Social media platforms such as Instagram, TikTok, and YouTube are no longer limited to entertainment; they have become integral components of modern communication and knowledge dissemination. These platforms