

responsible approach. Users must be able to evaluate information, regulate their online activity, and maintain a balance between digital and offline life.

The analysis demonstrates that social media has a significant impact on modern culture and education. Digital platforms facilitate intercultural dialogue, expand access to information, and create new opportunities for learning and creative expression. At the same time, they introduce challenges related to misinformation, digital overload, and cultural standardization. The findings suggest that effective use of social media requires not only technological competence but also critical thinking and cultural awareness. In the context of globalization, these skills are essential for meaningful participation in digital communication processes. Overall, social media should be regarded as a powerful tool that can support cultural exchange and educational development, provided that it is used responsibly and strategically.

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INTERDISCIPLINARY APPROACHES TO ART AND CREATIVE INDUSTRIES IN THE 21ST CENTURY

The theses examine the interdisciplinary interaction between art, culture, and creative industries in the context of globalization and multicultural transformations. Particular attention is paid to the impact of global processes on artistic practices, cultural

identity, and the development of new hybrid forms of creative production. The study emphasizes that contemporary art cannot be considered in isolation from technological, social, and economic factors, as it increasingly functions within a complex network of global cultural exchanges.

In the 21st century, art and design operate within a complex system of interdisciplinary connections that integrate cultural studies, technology, economics, communication, and digital innovation. The concept of creative industries has significantly expanded the traditional understanding of art, positioning it not only as a cultural phenomenon but also as a strategic resource for economic growth and social development [1, p. 52]. Within this framework, artistic practices increasingly intersect with branding, media production, urban development, and digital communication, forming a unified creative ecosystem that reshapes the role of the artist in society.

Globalization exerts a profound influence on cultural production by intensifying the circulation of images, ideas, and aesthetic forms across borders. This process leads to the emergence of global visual languages that are easily recognizable and adaptable to different cultural contexts. At the same time, globalization generates tensions between standardization and diversity, raising concerns about cultural homogenization and the erosion of local traditions [2, p. 134]. In response, contemporary artists and designers actively seek strategies to preserve and reinterpret cultural identity, embedding local symbols, narratives, and visual codes into globally oriented projects.

The interdisciplinary nature of contemporary art is most clearly manifested in the synthesis of diverse media and expressive forms. Visual art today often incorporates elements of performance, sound, animation, digital interfaces, and immersive technologies. This hybridization gives rise to new artistic formats such as multimedia installations, interactive exhibitions, augmented and virtual reality environments, as well as transmedia storytelling practices [3, p. 89]. These developments fundamentally transform the relationship between artist and audience, shifting from passive consumption to active participation and co-creation.

Creative industries play a central role in shaping cultural narratives within a multicultural environment. They function as dynamic platforms for intercultural dialogue, where different traditions, values, and perspectives intersect and interact. In multicultural societies, art becomes a powerful tool for communication, integration, and negotiation of identities, enabling individuals and communities to express their uniqueness while engaging in global cultural processes [4, p. 176]. This is particularly evident in design practices that combine ethnic motifs, traditional craftsmanship, and contemporary visual strategies, resulting in a multilayered aesthetic language.

Digitalization represents another key factor in the transformation of art and creative industries. The development of online platforms, social media networks, and digital distribution channels has radically changed the ways in which artistic content is produced, disseminated, and consumed. Artists gain access to global audiences and new forms of self-representation, while audiences acquire the ability to interact with content in real time [5, p. 63].

[21.04.2026 18:31] Таня: However, this digital expansion also introduces new challenges, including issues of authorship, intellectual property, and the sustainability of creative labor in an environment characterized by rapid content production and consumption.

An important aspect of interdisciplinary development is the integration of art with scientific and technological fields. Collaborations between artists, engineers, and researchers lead to the emergence of innovative projects that explore artificial intelligence, data visualization, bio-art, and interactive systems [6, p. 91]. Such practices expand the boundaries of artistic expression and redefine the role of art as a form of knowledge production and critical reflection on contemporary realities.

In the Ukrainian context, interdisciplinary approaches acquire particular significance under conditions of cultural transformation, globalization, and socio-political challenges. Contemporary Ukrainian artists actively combine national visual

traditions with digital technologies and global artistic trends, creating works that reflect both local identity and international relevance. The use of traditional ornaments, folklore imagery, and historical references in combination with modern design tools allows for the creation of culturally resonant yet innovative visual solutions. This synthesis strengthens Ukraine's cultural presence in the global arena and contributes to the development of its creative industries.

Furthermore, the interaction between art, culture, and creative industries contributes to the formation of new economic models based on creativity and innovation. Cultural production becomes an important component of urban development strategies, tourism, and international cultural exchange. Creative clusters, design hubs, and cultural institutions play a crucial role in fostering interdisciplinary collaboration and supporting emerging talents [7, p. 145]. These processes demonstrate that art is not only a reflection of society but also an active agent of transformation.

Conclusions. Interdisciplinary interaction between art, culture, and creative industries defines the trajectory of contemporary cultural development. Globalization and multiculturalism create both opportunities and challenges, requiring artists and designers to navigate complex cultural dynamics. The integration of different disciplines fosters innovation, expands the expressive potential of art, and strengthens its social and economic significance. The future of creative industries depends on the ability to balance global openness with the preservation of cultural diversity, ensuring sustainable and meaningful cultural production in a rapidly changing world.

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