

these terms is explicated, their short definitions are offered, the specifics and range of their use in foreign posthumanist anthropology are revealed. It is proposed to introduce the terms "non-human" and "otherkin" in the Ukrainian scientific discourse as the ones that most accurately reflect the wide range of individual experiences of people with other-than-human identities. It is proved that these terms can become the main generalizing tool for the study of non-human subjects and alternative identities in the Ukrainian science. It is argued that in posthumanist anthropology, poststructuralist research methodology should be preferred as more objective than structuralism and the method of binary oppositions.

Key words: *cultural studies, transhumanism, posthumanism, other-than-human identities, Other, otherkin, non-human, terminology, binary oppositions, structuralism, poststructuralism.*

УДК 316.73

ORCIDID: 0000-0001-9210-6424

T. Humeniuk

AN EVENT AS A PHENOMENON OF MODERN CULTURE: TRANSFORMATION FROM HISTORY TO MODERNITY

Relevance of the study. *In the modern world, events have become not only widespread phenomena but also essential elements of cultural life. They occupy a significant part of the public's attention and influence various aspects of our lives - from entertainment and cultural events to social and political processes.*

Main objectives of the study: *to transform the event phenomenon from history to the present and analyze its influence on a national scale..*

Methodology: *linguistics, cultural comparative studies, observation, comparative, analytical, structural-functional.*

Results: *this article is the result of the author's research on transforming the concept of "event" from its original meaning to modern understanding, taking into account the impact of the Covid-19 pandemic and the war in Ukraine. As a result of our research, we came to the following conclusion: today, it is an influential mechanism for spreading the values, beliefs and cultural identity of the country, which strengthens the sense of national identity and fosters a sense of pride for one's country. With the beginning of the war in Ukraine, the concept of an event turned from a simple event into a means of communication and public mobilization on issues that became important for society.*

Scientific novelty: *in the study, the author focused on the history of the event and its transformation to modern realities, analyzed the role of the event in cultural and social life, and investigated how it became an integral part of contemporary culture.*

Analysis of scientific sources: *the author considered the analysis of the concept of the event in literary sources from a philosophical point of view, because such an analysis will allow a better understanding of the philosophical meaning of the event and its transformation in different contexts and in different eras.*

Practical significance: *the author explored how the concept of an event transformed into the modern world under the influence of the COVID-19 pandemic and the war in Ukraine and how it became an essential element in modern culture, and considered the role of the event in political and social life, in particular, how it is used as a means of protest and expression of public opinion.*

Conclusion: *the social impact of events is significant, wide-ranging and complex. The*

current study demonstrates that much remains to be explored regarding the relationship between society and any events. Still, today it is an influential mechanism for the spread of a country's values, beliefs and cultural identity. A country can showcase its unique history, traditions and customs through cultural events such as festivals, concerts and exhibitions. It can strengthen a sense of national identity and foster a sense of pride in one's country. With the beginning of the war in Ukraine, the concept of an event was transformed from a simple event into a means of communication and public mobilization on issues that became important for society. Therefore, the speeches of writers and other public figures at events have become an essential element of open discussion about the problems of society and a means of drawing attention to the issues that need to be solved.

Keywords: *event; modern culture; war in Ukraine.*

DOI 10.34079/2226-2830-2023-13-25-20-32

In the modern world, events have become not only widespread phenomena but also essential elements of cultural life. They occupy a significant part of the public's attention and influence various aspects of our lives - from entertainment and cultural events to social and political processes. Events are a meaningful phenomenon of modern culture, playing an important role in shaping our experience and perception of the world around us. They bring people together to share experiences, promote ideas, and foster community. In today's society, events are often used as a tool for marketing, branding and promoting cultural, political and social causes. They also serve as a platform for entertainment, offering people opportunities to gain new experiences and enjoy the culture. The development of new technologies such as social media, virtual and augmented reality and streaming platforms have also profoundly impacted events, allowing them to reach a wider audience, become more interactive and immersive, and create new opportunities for engagement. However, the events also raise important questions about consumerism, commercialization, and the impact on society and the environment. As events continue to play an increasingly prominent role in today's culture, it is vital to consider their implications and ensure they are managed responsibly and sustainably. In general, events are a complex and dynamic phenomenon of modern culture that reflects society's changing values, needs and expectations. But how and when did the concept of an event appear, and how did it transform from its original meaning to modern understanding?

In the research, we will focus on the history of the event and its transformation to modern realities, analyze the role of the event in cultural and social life, and investigate how it became an integral part of contemporary culture. Next, we will examine how the concept of an event was transformed into the modern world under the influence of the COVID-19 pandemic and the war in Ukraine and how it became an essential element in contemporary culture, as well as consider the role of the event in political and social life, in particular, how it is used as a means protest and expression of public opinion.

Analyzing various aspects of the transformation of the concept of an event, we can follow how it has become more complex and multifaceted in the context of modern culture, as well as how its understanding has changed throughout history. Considering the role of an event in political and social life can help to understand how it affects the formation of consciousness and perception of the world. Thus, the analysis of the transformation of the concept of an event in the modern world provides an opportunity to understand better its meaning and impact on various aspects of our life.

Main research material. The concept of an event has a long history and transformation from its first uses to modern realities.

An event, defined as an event occurring at a specific moment in time and place, has played an essential role in culture and social life throughout human history. However, with

the development of technologies and means of communication, the concept of the event underwent changes and transformations, which caused new realities of its use in the modern world.

Research shows that the event has become an integral part of modern culture. In the study (Luckham, 2002), the author discusses how events can be used to change the social landscape and solve problems affecting the public. It describes how event management can be used to support community development, increase economic activity and increase participation in cultural and other community events. In the article (Laing & Frost, 2017), the authors argue that both events and rituals are ways for society to mark important moments and transitions, strengthen social ties and values, and express collective identity. They also note that while traditional rituals are often associated with religious or cultural practices, contemporary events can serve similar functions in secular societies. The study examines various events and rituals, including festivals, parades and sporting events, and analyzes how they create a sense of community and shared meaning. The authors concluded that events and rituals are essential forms of social activity and play a decisive role in shaping the cultural landscape of modern society.

Scientific studies confirm that events are important in cultural life and social change. For example, studies (Gamson, 1992; Oliver et al., 1999) showed that events could be important catalysts for political and social changes, as well as contribute to the development of the cultural and artistic scene. In the article (Rose, 1995), the author examines the role of events in the French Revolution and shows that they were not just a consequence of social changes but also an active factor in their implementation. The study (Staniszewski, 1998) indicate that events can influence our perception of culture and art. The book examines how museum displays have changed over time and how they have reflected broader cultural and social changes.

Thus, the analysis of the concept of the event from a philosophical point of view can be pretty tricky. Still, such an analysis will allow a better understanding of the philosophical meaning of the event and its transformation in different contexts and eras.

One of the approaches to analyzing the concept of event is to consider it as a key component of the philosophical understanding of time, action and change. Such an analysis may include an examination of the concept of an event as it has been viewed from antiquity to the present, including classical philosophers, religious texts, art, literature, and other disciplines.

An essential element of the analysis is also the statement of the problem and consideration of alternative approaches to understanding the concept of the event. Such an approach can help better understand the limitations and possibilities of different interpretations of the event, as well as help to identify potential problems that may arise when applying the concept of the event in specific contexts.

An essential element of the analysis is also the understanding of the transformations of the concept of the event in the modern world and cultural, social and political contexts. For example, it is possible to investigate the relationship between the idea of an event and technological means of communication, social networks and mass media and analyze how these transformations affect our understanding of the world and society. Such an analysis of the transformation of the concept of an event in the modern world and various contexts has several advantages. First, this approach allows for a better understanding of the role of technology and media in forming modern culture and social life. For example, the article (Burbach et al., 2019) examines how technologies and social networks change the perception of events and their role in forming public opinion. Secondly, such an analysis allows us to trace the dynamics of the development of the concept of an event in the history of philosophy and culture. Third, such an analysis of transformations of the concept of an event allows a

better understanding of modern social, political and cultural processes. Therefore, the study of the transformations of the idea of an event in different contexts will enable us to understand better the role of events in the formation of the modern world, the development of the concept in the history of philosophy and culture, as well as modern social, political and cultural processes.

The article's purpose is to transform the event phenomenon from history to the present and analyze its influence on a national scale.

Research results. The concept of "event" (English "event") can be considered from different philosophical points of view and usually depends on the specific context and discipline. In philosophy, an event is often understood as a unique and unrepeated action, different from the usual order of things. This view is usually associated with the idea of "eventual philosophy", which focuses on studying events and their impact on human life. In this context, an event is considered an event that disrupts the usual order of things and causes an unexpected reaction. Another view of the event may be related to the philosophy of time and history. In this context, an event can be understood as a decisive historical point that determines further events and development. This may be related to the idea of "historical eventualism", which states that history has no definite direction or patterns but depends on random events and people's decisions.

In today's world, the concept of "event" is often used in the context of mass cultural and entertainment events, such as concerts, festivals, sports competitions and other events with a large audience and a significant social impact. In this context, the event is considered a form of communication and interaction between people, which can reflect socio-cultural trends and values.

The necessity and usefulness of sociological and cultural analysis of phenomena described by the term "event" are increasingly emphasized. In this analysis, events appear as phenomena characteristic of postmodern culture. Changes taking place in the structure and functioning of modern societies are noted, which lead to the fact that they are gaining increasingly important in various spheres of social life: in the economic, cultural, and political spheres, as well as in the sphere of religion.

Several key changes can characterize the transformation of events from history to the present:

- technological progress - introducing new technologies, such as audiovisual equipment, social media, and virtual and augmented reality, has allowed events to become more exciting, interactive and accessible to a broader audience.

- increased globalization - with the growth of global interconnections, events have become more diverse, bringing together people from different cultures, origins and regions.

- commercialization - events are increasingly commercialized, and companies and organizations use them as a platform for marketing and branding.

- focus on experience - the emphasis on creating unforgettable experiences for visitors has become the central theme of modern events.

- health and safety - the need to address health and safety issues such as wars, disease outbreaks and natural disasters has become a priority in modern event planning.

- virtual and hybrid events: the development of virtual and hybrid events, including physical and digital components, has allowed events to continue during the crisis and reach a wider audience.

In general, the transformation of events from history to the present reflects more comprehensive changes and developments in society and technology, as well as visitors' changing needs and expectations.

Nowadays, foreign and Ukrainian sources differ in opinions regarding the essence of the concept of "event". In Ukrainian literature, the need for more unity of thought is

complicated by the difficulty of translating English terms. The main problem is that in English, the word "event" has two meanings. First, even is what happened. The analogue of this concept in the Ukrainian language is the word "event" - this or that significant event, phenomenon, or fact of public personal life. One of the reasons for this is that event is a word with a vast scope and unclear boundaries of meaning. Events are organized in all social groups and all types of organizations. What is a special event for one group, another group perceives as something ordinary and normal. Perhaps the word event has such a broad scope that it is impossible to create a definition covering all types and shades of this phenomenon. The second meaning of the word "event" is a planned public or social event. In the Ukrainian language, the word "event" corresponds to it - a set of actions united by one socially significant task. In the reference literature, events and measures have different meanings.

Donald Goetz and J.J. Goldblatt formulated one of the oldest definitions of the event in the early 1990s (Getz, 2007; Goldblatt, 2014) They defined an event as something "special", "exceptional", "unique", "beyond everyday experience", something that distinguishes a particular time from other more routine activities such as work. Goldblatt described an event as "a unique moment in time, defined by ceremony and ritual, the satisfaction of someone's needs" (Getz, 2007). On the other hand, Goetz considered it to be an "entertainment, cultural, or social experience that goes beyond ordinary choices or everyday life" (Goldblatt, 2014). These authors indicated that the event consists of both physical (ceremony, ritual) and psychological (need, experience) factors. From a philosophical point of view, events can play an essential role in cultural and social life as a way of expressing and interacting with people. In philosophy, culture is traditionally considered a means of preserving and transmitting values, which can become the basis for forming collective identity and common cultural heritage. Cultural events can play an essential role in preserving these values and traditions, as well as in expanding cultural experiences and developing new ideas.

From a social point of view, events can serve as a means of communication and interaction between people, which can help form communities and strengthen social ties (Hollinshead et al., 2015). They can also play a role in developing and disseminating social ideas that can change people's perceptions and attitudes towards various aspects of social life.

From a philosophical point of view, events can play an essential role in preserving and transmitting cultural values, the development of ideas and interacting with people, which can contribute to raising the level of cultural and social life. The main tasks of the event include:

- attracting the attention of the audience to the subject;
- formation of a positive personal attitude;
- providing the audience with a real, literal communication experience;
- internal corporate PR;
- formation of audience loyalty - devotion to the object of the event.

To organize a successful event, you need to consider the following:

Following the appropriate steps (Fig. 1) can increase the chances of managing a successful and memorable event.

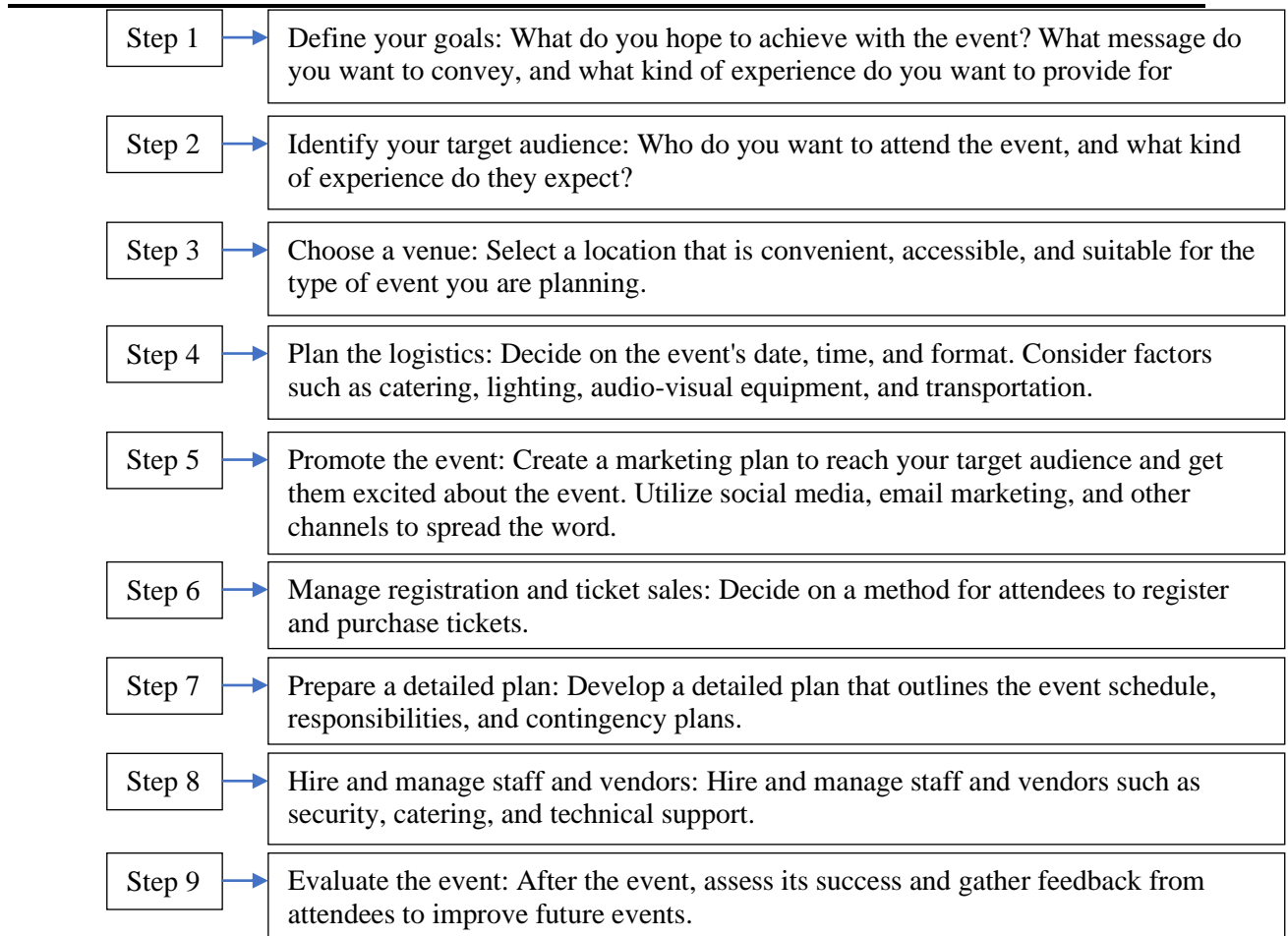


Figure 1 – Algorithm for conducting a successful event (*developed by the author*)

At the same time, it is necessary to adhere to the principles of organizing a successful event:

- the timeliness of the event - the correctness of choosing the right time;
- the presence of a real event, for which the event is its reflection and a reason for playing it;
- possibility of mutual exchange of information - not one-sided information flow;
- mandatory action, show;
- the opportunity to enjoy and (or) other practical uses of the event;
- rituality of the event - regularity, traditionality, etiquette - everything that is accepted in similar cases;
- resonance after the event (rumours, gossip, articles, reposts, post-event PR).

If we talk about the subsequent information wave (after the event), then all of the events should be included with post-releases and recaps (press releases about the results, awards, etc.).

As for external PR, the field of activity is wide: from sending out press releases to deliberately organized provocations that are supported by the public and promoted by the press.

The branch of the event industry consists of three groups of people (subjects), whose actions contribute to the final formation of the event and, as a result, to the achievement of the intended goal. It:

- Organizers. Event and incentive agencies, PR companies, events departments in advertising agencies, public relations agencies, media houses, and employees of events organization departments in corporations acting for the benefit of the internal client.

– Companies and individuals representing places where events are organized (so-called event venues). Management of concert and conference halls, art galleries, sports facilities, hotels, restaurants, urban space, etc.

- Subcontractors. Companies and people thanks to whom the event takes place according to the plan of the organizers. Among them are artists, orators, announcers, illuminators, pyrotechnics, employees of public catering and security establishments, transport companies and many others.

Very aptly describes the Wagner-Pacifici event as *a break in what otherwise seems to be the unremarkable continuity of everyday life*, or what she calls the foundation (Wagner-Pacifici, 2017).

It can be said that events in society change the format of events. COVID-19 changed the whole world, and Ukraine, unfortunately, was no exception. The event industry (festivals, exhibitions, conferences, presentations, business events, promotional events, etc.) suffered the most damaging consequences due to movement restrictions, self-isolation, and the introduction of the quarantine regime.

The global events industry was valued at \$1,135.4 billion in 2019 and was expected to reach \$1,552.9 billion by 2028, representing an 11.2% growth (Reed Exhibitions, 2021). However, due to the cancellation of events worldwide for April 2020, the industry lost more than 600 million dollars, and almost 86 million people were left without work (Madray, 2020). Quarantine practically buried this business: if people cannot gather, the word event loses its meaning. But the industry still began to look for new forms, so those things that were used less often before - broadcasts, streams, generative graphics – have now become a necessary way of transmitting the information. In the pre-quarantine era, all this was also necessary, but not to such an extent, but today it is the basis of an online event.

In principle, almost any event can be held online without physical interaction with people. But creating content that will be viewed with interest by viewers and leave the same emotional charge as offline is more work, although it is quite possible. Therefore, the first to resume their activities were performances, ballets, and music shows - everything where the audience was already at a safe distance. Various kinds of exhibitions were connected a little later: they needed more time to switch to digital format. At the same time, they did the needed work even before the quarantine and for which there was not enough time. The pandemic just allocated time for the digitization of content, the development of "virtual" tours, the recording of videos, and promotional videos, that is, everything that will be able to be used for a long time in the future. Having found themselves isolated from their audience, the organizers began experimenting with new event formats and expanding geography because you can connect to the online event from any city in the world. As the organizers themselves note, virtual events brought little income, but they helped maintain contact with the audience.

The COVID-19 pandemic has greatly impacted the event industry. Due to government restrictions on mass gatherings and social distancing measures, many events have been cancelled or postponed, leading to a significant reduction in revenue for event organizers, venues and related businesses. The industry has had to adapt quickly to the new reality, and many companies have turned to virtual events as a way to continue operations. During the COVID-19 pandemic, virtual events have become a popular alternative to in-person events. Some common types of virtual events include:

- Webinars: educational or informational presentations held over the Internet.
- virtual conferences are events that bring together speakers and visitors worldwide, creating opportunities for live interaction and communication.
- virtual trade shows are exhibitions where companies can demonstrate their products or services to a global audience.
- virtual concerts are live musical performances broadcast online.

– virtual networking events are opportunities for participants to interact and interact with each other, similar to in-person networking events.

– virtual product launches are events that allow companies to demonstrate and promote their new products to a global audience.

These virtual events often use video conferencing platforms such as Zoom or Google Meet to bring participants together in a virtual space.

After the end of the pandemic, the event industry had just begun to revive when the war started due to the Russian attack. The war in Ukraine significantly impacted the country's event industry. The ongoing conflict in 2014 has led to widespread instability and security concerns, making it difficult to hold events in some parts of the country. This led to a decrease in the number of events held, as well as a decline in the number of foreign visitors attending events in Ukraine.

In addition to security concerns, the war harmed the economy, reducing investment and event spending. This has reduced revenues for events companies, hotels, restaurants, and other businesses that rely on the events industry.

Overall, the war in Ukraine created a challenging environment for the events industry, and many companies had to adjust their operations and find new ways to stay afloat. The events can be seen as manifestations of the importance of Ukraine and its artists in the ongoing war between democratic and non-democratic values. Through concerts, festivals and cultural exhibitions, Ukraine can showcase its rich cultural heritage and artistic talent, highlighting the country's importance on the world stage.

These events also serve as an essential platform for artists and cultural figures to express their views on the war and promote the values of democracy and freedom. By bringing together different communities and fostering open dialogue and exchange, events can help build bridges between different cultural and political perspectives and promote mutual understanding and peace.

Thus, the events can play an essential role in popularizing the importance of Ukraine and its artists and supporting the country's ongoing struggle for democracy and freedom.

There are many examples of events in Ukraine that are manifestations of the country's cultural and political importance, some of them are:

Kyiv International Film Festival: This annual film festival showcases the best of Ukrainian and international cinema and serves as a platform for filmmakers to share their views and discuss important social and political issues.

Lviv International Cultural Festival: This festival celebrates Ukraine's rich cultural heritage and brings together artists, musicians and performers worldwide to showcase their talents.

Gogolfest: This annual art festival in Kyiv includes a wide range of performances, exhibitions and workshops highlighting the work of some of the country's most talented artists and cultural figures.

Kyiv Music Fest: this music festival brings together the famous names of Ukrainian and international music, offering the audience the opportunity to experience the best in live performance. These and other similar events serve as an essential platform for Ukraine to showcase its artistic and cultural achievements and its commitment to democracy and freedom. They provide space for artists and cultural figures to express their views and interact with a broader audience, promoting understanding and peace in the country.

Ukrainian influencers also do not stand aside and use their work to promote Ukraine's cultural and political importance. It is difficult to determine who exactly made the most significant contribution to the manifestation of the significance of Ukraine and the coverage of the war in Ukraine since this is a complex issue that many individuals and factors shaped. However, some individuals who have played a significant role in promoting the cultural and

political significance of Ukraine and drawing attention to the war in the country include:

Oksana Zabuzhko: A leading Ukrainian writer and intellectual, Zabuzhko used her work to address many aspects of the ongoing war in Ukraine and promote the values of democracy and freedom. Her books and essays explore the country's complex political and cultural landscape and offer a powerful commentary on the war and its impact on the people of Ukraine. One of the most emotionally powerful was the writer's speech in the European Parliament (TSN, 2022a). The speech "Women give birth in basements" was dedicated to the call to close the sky over Ukraine to prove that Ukraine is currently at war. She was the first to prove to Western politicians how it is possible to speak publicly about this war and call things by their names without fearing what someone will think about it. Her speech caused a significant resonance among European politicians and the public, received a lot of attention and caused discussions about the need for a closed sky over Ukraine in the European media and public.

It is worth noting the contribution of Serhiy Zhadan. Serhii Zhadan is a famous Ukrainian writer who greatly influences the coverage of the war in Ukraine through his literary works and public activities. His books, such as "Voroshilovgrad", "Antenna", "Internat", and others, not only describe life and events during the war but also provide an opportunity to understand their consequences and significance better. Serhiy Zhadan not only writes about the war in Ukraine but also presents his views on this topic at various conferences and festivals and in interviews with mass media. In his speeches and interviews, he usually draws attention to the social and political consequences of the war for Ukraine and the importance of preserving and developing the Ukrainian language and culture in the context of the war. His receipt of the prize "For political thinking", the Polish award dedicated to human rights issues, the "Freedom Prize", and a nomination for the Nobel Prize testify to the recognition of his significant contribution to the political and social life of Ukraine and the dissemination of the reality of the war in Ukraine thanks to him.

Foreign artists, realizing the power of their influence, actively help Ukraine, both in the form of monetary contributions and in broadcasting Ukrainian values and unknowns:

Hollywood actor Brad Pitt donated significantly to support efforts to restore war-torn regions in eastern Ukraine. He also actively spoke in support of the Ukrainian people and used his platform to raise awareness of the ongoing war in the country.

French actor and film director Gerard Depardieu donated significantly to support the reconstruction of the war-torn city of Donetsk in eastern Ukraine. He was also an active defender of the Ukrainian people and used his platform to raise awareness of the war in the country.

Mila Kunis and Ashton Kutcher, famous Hollywood actors, actively supported various causes related to Ukraine. Having made significant charitable donations to help the people of Ukraine, including those affected by the country's ongoing war, the couple has used their platform to raise awareness of the ongoing war in Ukraine and to advocate for the needs of the Ukrainian people. They also spoke in support of Ukrainian democracy and human rights and called for action to resolve the current crisis in the country.

Billionaire philanthropist and founder of Open Society Foundations George Soros strongly supports democracy and human rights in Ukraine and has provided significant financial support to organizations working to promote these values in the country.

These are just a few famous personalities who have made monetary contributions to support Ukraine and its people during the ongoing war. These contributions, along with the efforts of many others, helped provide much-needed support to the people of Ukraine at this difficult time. The following stars also demonstrated their support for Ukraine in various ways: Sean Penn (he has already visited Ukraine three times, he brought his Oscar statuette and handed it to President Volodymyr Zelenskyi as a symbol of faith in the victory of Ukraine

- it will be in the country until the end of the war), Angelina Jolie (came to Lviv, then visited a refugee camp and even had to run for shelter during an air raid), Ed Sheeran, Sting, Ryan Reynolds and Blake Lively, David and Victoria Beckham, Steven Spielberg and his wife Kate Capshaw, Hugh Jackman, Paul McCartney, Daniel Radcliffe, Cher, Jennifer Lopez, Kevin Bacon, Billie Eilish, Kim Kardashian, David Lynch, Leonie Anne, Stephen King, Greta Lee, Andrew Garfield, Vera Farmiga, Jessica Chastain, Elle Fanning, Margaret Atwood, Yvonne Strahovski, Jim Carrey, Hayden Panettiere, Florence Porren Brosnahan, Mae Musk, Hailey Bieber, Kate Beckinsale, Mandy Moore, Jimmy Fallon, Dua Lipa, Nick Cave, Kanye West, John Legend, Luke Evans, Tess Holliday, Pierce Brosnan, Olivia Colman, Denise Richards, Kristen Stewart, Leonardo DiCaprio, Chrissy Teigen, Katy Perry, Emilia Clarke, Carla Bruni, Jane Birkin, Rebel Wilson, Goldie Gawn, Penelope Cruz, Javier Bardem, Juliette Binoche, Eva Green, Isabelle Huppert, Amy Schumer, Alec Baldwin, Amal Clooney, Orlando Bloom, Keanu Reeves, Maisie Williams, Michael Sheen, Tom Felton, Emma Thompson, Natalie Portman, Harry Styles, Billy Porter, The Rasmus and many others (TSN, 2022b).

The song "Oh in the meadow is a red viburnum" is a Ukrainian folk song that gained popularity as the anthem of the Ukrainian Revolution. The lyrics and melody of the song are widely recognized as symbols of Ukraine's independence and sovereignty, and it has become an essential part of the country's cultural heritage. During the war, it gained new meaning as a symbol of resistance and resilience in the face of invaders when the leader of the Boombox Group, Andriy Khlyvniuk, sang it while patrolling Sofia Square in Kyiv, and The Kiffness remixed it. Only on his official YouTube channel, more than 14 million viewers watched it in 11 months. Ukrainian artists and activists performed this song at protests and demonstrations; it became a rallying call for those who defend the rights and freedoms of the Ukrainian people. In this sense, "Oh in the meadow, red viburnum" is not just a song but also a manifestation of the strength and determination of the Ukrainian people, a reminder of their desire for a better future for their country and its citizens.

It is not uncommon for people in the entertainment industry, including actors, musicians, and other public figures, to choose to serve in the military as part of their national service duties or as a way to express their patriotism and support for their country. It is worth noting that many Ukrainian showmen went to defend Ukraine as part of the Armed Forces of Ukraine: Andrii Khlyvnyuk (leader of the band "Bumboks"), Urkain band "Antitila", Oleg "Fagot" Mykhailiuta (member of the band TNMK), Oleksandr Polozhynskyi (leader of the band "Tartak") and many others (RBC-Ukraine, 2022). After a while, some of them take a vacation and raise funds at charity concerts. There were many charity concerts organized by Ukrainian stars – Tina Karol (she collected 42 million hryvnias in Poland (TSN, 2022c) at the very beginning), Jamala (in a month, the artist managed to collect 83 million euros (TSN, 2022d), Olga Polyakova, Artem Pivovarov, Kalush Orchestra, Nadya Dorofeeva, Max Barskikh and others - in support of the war in Ukraine. These concerts have become an important way for the Ukrainian entertainment industry to show support for the Ukrainian military, as well as to raise awareness of the situation and provide aid and support to those affected by the war. Concerts often included performances by famous Ukrainian musicians and other forms of entertainment such as comedy acts, theatre plays, and dances. In addition to raising funds for various charitable purposes, these events also served to unite the Ukrainian community and as a source of inspiration and hope in the face of war.

The money raised from these concerts has been used to support a wide range of initiatives, including helping those displaced by war, supporting military families, and providing medical and psychological support to those affected by war. Overall, these concerts have become an essential way for the Ukrainian entertainment industry to show their support for the country and its people during this challenging time. They have helped raise awareness of the war and provide support to those in need.

So, the events of Ukrainian artists from various fields, including classical and popular art, are aimed at raising awareness of the war in Ukraine, providing support to those affected by it, showing a free and unbeatable culture, the significance of Ukraine and its artists in this new brutal clash of civilizational paths humanity - democracy (Ukraine, Europe, the United States of America and other countries of the world) and Russia - totalitarianism. These events ranged from concerts and plays to exhibitions and other cultural events, and they provided a platform for artists to showcase their talents and raise awareness about the war. Such events have become essential for Ukrainian artists to demonstrate their solidarity with the Ukrainian people and raise awareness of the country's challenges. They have also empowered artists to use their talents and platforms to help those in need, including refugees and military families.

In general, events involving Ukrainian artists have become a meaningful way to demonstrate Ukraine's cultural richness and diversity, as well as to provide support and raise awareness of the current war. They also served as a source of inspiration and hope for the Ukrainian people and helped unite the community in this difficult time.

The activities of famous people, particularly writers and singers, and their speeches about the war in Ukraine influenced the transformation of the event concept. Previously, the event was considered simply an event that takes place on a particular occasion and has its specific program. However, with the beginning of the war in Ukraine, famous writers and other public figures began to use their speeches at events to draw attention to the problem of the war and to draw public attention to its consequences and Ukraine's position. Such speeches by writers and other public figures at events became not just an event but an active means of communication and mobilization of society. Thanks to their speeches, a big step was taken in openly discussing the problem of the war in Ukraine and promoting its settlement. Writers' speeches became unique events that had not only a cultural but also a social component. Thus, with the beginning of the war in Ukraine, the concept of an event was transformed from a simple event into a means of communication and public mobilization on issues that have become important for society. Therefore, the speeches of writers and other public figures at events have become an essential element of open discussion about the problems of society and a means of drawing attention to issues that need to be solved.

Conclusions. Events are activities planned and organized to achieve an intended purpose, usually combining learning, recreation and entertainment elements. Events can have different forms and goals, and they can integrate, motivate, promote specific ideas, and educate or shape the brand image.

The social impact of events is significant, wide-ranging and complex. The current study demonstrates that much remains to be explored regarding the relationship between society and any events. Still, today it is an influential mechanism for the spread of a country's values, beliefs and cultural identity. A country can showcase its unique history, traditions and customs through cultural events such as festivals, concerts and exhibitions. It can strengthen a sense of national identity and foster a sense of pride in one's country. With the beginning of the war in Ukraine, the concept of an event was transformed from a simple event into a means of communication and public mobilization on issues that became important for society. Therefore, the speeches of writers and other public figures at events have become an essential element of open discussion about the problems of society and a means of drawing attention to the issues that need to be solved.

References

Burbach L., Halbach P., Ziefle M., Calero Valdez A. (2019). Opinion formation on the Internet: The influence of personality, network structure, and content on sharing messages online. *Journal of Media Psychology*, 31(4), 177-190. <https://doi.org/10.1027/1864-1105/a000245>

Gamson W. A. (1992). "The social psychology of collective action". In AD Morris & C. McClurg Mueller (Eds.), *Frontiers in social movement theory* (pp. 53-76). New Haven, CT: Yale University Press.

Getz D. (2007). *Event Studies: Theory, Research and Policy for Planned Events*. Routledge, 442 p.

Goldblatt J. (2014). *Special Events: Creating and Sustaining a New World for Celebration*. John Wiley & Sons; Edycja 7th, 432 p.

Hollinshead K., Kuon V., Alajmi M. (2015). Events in the liquid modern world: the call for fluid acumen in the presentation of peoples, places, pasts and presents. In book: *Ideological, social and cultural aspects of events*. DOI: 10.1079/9781780643526.0012

Laing J., Frost W. (2017) *Rituals and Traditional Events in the Modern World*, Routledge, 260 p.

Luckham D. (2002). *The Power of Events: An Introduction to Complex Event Processing in Distributed Enterprise Systems*, Addison-Wesley Professional, 376 p.

Madray J.S. (2020). The impact of COVID-19 on the event management industry. *International Journal of Engineering Applied Sciences and Technology*, 5(3), pp. 533-535.

Oliver, Pamela E., Myers D. (1999). How Events Enter the Public Sphere: Conflict, Location, and Sponsorship in Local Newspaper Coverage of Public Events. *American Journal of Sociology*, 105, no. 1, pp. 38-87. <https://doi.org/10.1086/210267>

RBC-Ukraine (2022). Stars in the trenches. These artists exchanged show business for service in the Armed Forces [Electronic resource]. – Access mode: <https://www.rbc.ua/ukr/styler/zvezdy-okopah-artisty-promenyali-shou-biznes-1661183508.html>

Reed Exhibitions (2021). COVID-19 and How it's Changing the Event Industry [Electronic resource]. – Access mode: <https://rxglobal.com/sites/default/files/legacy-content/2021/06/COVID-19-and-How-its-Changing-The-Events-Industry-1.pdf>

Rose R.B. (1995). "Feminism, Women and the French Revolution." *Historical Reflections / Réflexions Historiques*, 21, no. 1, pp. 187–205. <http://www.jstor.org/stable/41299020>

Staniszewski M. (1998). *The Power of Display: A History of Exhibition Installations at the Museum of Modern Art* Hardcover, The MIT Press; 1st edition, 400 p.

TSN (2022a). "Women give birth in basements": Zabuzhko made a strong speech in the European Parliament [Electronic resource]. – Access mode: <https://tsn.ua/ato/zhynki-narodzhuyut-u-pidvalah-zabuzhko-vistupila-z-silnoyu-promovoyu-v-yevroparlamenti-2004175.html>

TSN (2022b). Star battalion: which celebrities actively support Ukraine in the war with russia [Electronic resource]. – Access mode: <https://tsn.ua/lady/news/show-biznes/zirkoviy-batalyon-hto-zi-znamenitostey-aktivno-pidtrimuye-ukrayinu-u-viyni-z-rosiyeyu-2060089.html>

TSN (2022c). Tina Karol in Poland collected over 42 million hryvnias for aid in Ukraine [Electronic resource]. – Access mode: <https://tsn.ua/ato/tina-karol-u-polschi-zibrala-ponad-42-milyoni-griven-dlya-dopomogi-v-ukrayini-2015569.html>

TSN (2022d). Stars during the war: Jamala collected 83 million euros in two months, and Vakarchuk was on the front lines [Electronic resource]. – Access mode: <https://tsn.ua/glamur/zirki-pid-chas-viyni-dzhamala-za-dva-misyaci-zibrala-83-mln-yevro-a-vakarchuk-vistupav-na-peredoviy-2228380.html>

Wagner-Pacifici R. (2017). *What is an Event?* University of Chicago Press, 240 p.

Стаття надійшла до редакції 05.05.2023.

Т. Гуменюк

EVENT ЯК ФЕНОМЕН СУЧАСНОЇ КУЛЬТУРИ: ТРАНСФОРМАЦІЯ ВІД ІСТОРИЇ ДО СУЧАСНОСТІ

Актуальність дослідження: у сучасному світі події стали явищем культурного життя, вони привертають значну увагу суспільства, впливають на різні аспекти нашого життя – від розваг і культурних заходів до суспільно-політичних акцій.

Основні завдання дослідження: розкрити історичні трансформації феномена події, його роль в національному масштабі.

Методологія: лінгвістика, культурологічна компаративістика, спостереження, порівняльна, аналітична, структурно-функціональна.

Результати: стаття є результатом авторського дослідження трансформації поняття «подія» від його початкового значення до сучасного розуміння з урахуванням впливу пандемії Covid-19 та війни в Україні. За результатами дослідження сформульовано такий висновок: сьогодні івент (подія) – це впливовий механізм поширення цінностей, вірувань і культурної ідентичності, який зміцнює почуття національної ідентичності, виховує гордість за свою країну. З початком війни в Україні ці події перетворилися на засіб комунікації і громадської мобілізації відповідно до актуальних завдань суспільного життя.

Наукова новизна дослідження полягає в тому, що в ньому розкрито історію події та її трансформації в сучасних реаліях, проаналізовано роль події в культурному житті суспільства, охарактеризовано як органічну складову культури.

Аналіз наукових джерел: здійснено аналіз концепції події за науковими працями з філософії, завдяки цьому розкрито філософський зміст події та її трансформації в різних історичних контекстах.

Практичне значення: наголошено, що під впливом пандемії COVID-19 та війни в Україні концепція події зазнала суттєвих видозмін, оскільки подія стала складовою сучасної культури, суспільного життя, а нерідко використовується як засіб вираження громадської думки.

Висновок: соціальний вплив подій є значним, вони становлять впливовий механізм поширення цінностей, переконань і культурної ідентичності. Країна може продемонструвати свою унікальну історію, традиції і звичаї завдяки культурним заходам – фестивалям, концертам, виставкам тощо. З початком війни в Україні події перетворилася з простого заходу на засіб комунікації з питань, важливих для суспільства. Тому виступи письменників та інших громадських діячів під час проведення заходів стали елементом відкритих дискусій з актуальних суспільних питань, щоб привернути увагу до них і сприяти їх вирішенню.

Ключові слова: подія; сучасна культура; війна в Україні.