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USE OF LECTURES-EXCURSIONS IN THE TRAINING OF CULTURE AND ART SPECIALISTS IN UNIVERSITIES

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***Abstract:** The article examines the advantages and significance of lecture-excursions in the education of culture and art specialists, from direct acquaintance with cultural objects and professionals to the promotion of interdisciplinary learning and critical thinking skills. The author emphasizes that lectures-excursions are popular in art education due to their compliance with modern educational principles, their role in preserving and popularizing culture, and promoting global awareness of students. Their use in the universities of Ukraine is extremely relevant for the preservation of cultural heritage, education of national identity, development of cultural diplomacy, stimulation of economic development, support of education reform and promotion of European integration. The author cites examples of how lectures-excursions are included in the educational process at T.H. Shevchenko National University «Chernihiv Colehium» in the preparation of specialists in the following specialties: Musical art; Fine art, decorative art, restoration; Socio-cultural event managers.*

***Keywords:** lectures-excursions, culture and art specialists, cultural heritage, experimental learning, interdisciplinary learning, universities of Ukraine.*

The Department of Artistic Disciplines of T.H. Shevchenko National University «Chernihiv Colehium» prepares specialists in the field of culture and art in the following specialties: Musical art; Fine art, decorative art, restoration; Socio-cultural event managers. In the realm of higher education, the training of specialists in the fields of culture and art is a multifaceted endeavor that requires not only theoretical knowledge but also practical experiences. One innovative approach that has gained traction in recent years is the incorporation of lecture-excursions into academic curricula. This approach aligns with contemporary pedagogical trends that prioritize active learning and engagement. Ukraine is undergoing reforms in its education system, aiming to modernize curriculum frameworks and teaching methodologies. Integrating lecture-excursions into academic programs aligns with these reform efforts,

emphasizing experiential learning, interdisciplinary approaches, and student-centered pedagogy.

A lecture-excursion is a rather unconventional type of lecture, as it is not held in an audience that is familiar to everyone. The setting itself becomes a kind of visualization that cannot be reproduced in the conditions of an educational institution [1]. Lecture-excursions blend traditional classroom learning with real-world experiences, offering students unique opportunities to deepen their understanding of cultural phenomena and artistic practices.

Ukraine boasts a diverse and rich cultural heritage, encompassing traditions, customs, music, dance, art, literature, and architecture. That is why, first and foremost, lecture-excursions provide students with direct exposure to cultural heritage sites, museums, galleries, theaters, and other artistic venues. By immersing themselves in these environments, students can witness firsthand the artifacts, performances, and productions that they study in their academic coursework. This experiential learning approach fosters a deeper connection with the subject matter and cultivates a sense of appreciation for the richness and diversity of culture and art.

In recent years, Ukraine has experienced a cultural revival and reassertion of national identity, particularly in the wake of historical events and political changes. Lecture-excursions play a crucial role in nurturing a sense of cultural identity and belonging among Ukrainian students, reinforcing their connection to their heritage and fostering cultural pride.

Moreover, lecture-excursions offer students the opportunity to engage with professionals in the field, including curators, artists, historians, and practitioners. Through guided tours, workshops, and interactive sessions, students can gain insights into the practical aspects of cultural and artistic endeavors. They can learn about the processes involved in curating exhibitions, staging performances, creating artworks, and preserving cultural heritage. Such interactions not only enhance students' knowledge but also inspire them to pursue careers in the cultural and artistic sectors.

The study of culture and art is inherently interdisciplinary, drawing on insights from fields such as history, sociology, anthropology, and psychology. Lecture-excursions provide opportunities for students from diverse academic backgrounds (Musical art; Fine art, decorative art, restoration; Socio-cultural event managers) to come together, fostering interdisciplinary dialogue and collaboration.

Furthermore, lecture-excursions contribute to the development of critical thinking and analytical skills. By observing, interpreting, and reflecting on cultural artifacts and performances, students learn to analyze visual, auditory, and performative texts in depth. They learn to contextualize artistic expressions within their socio-political,

historical, and cultural frameworks, thereby deepening their understanding of the complexities of human creativity and expression.

Employers increasingly seek graduates who possess not only academic knowledge but also practical skills and real-world experience. By engaging in lecture-excursions, students gain valuable insights into the workings of cultural institutions, artistic productions, and creative industries, enhancing their employability in these sectors.

For example: Municipal institution "Regional Center of Folk Creativity" of the Chernihiv Regional Council, Department of Culture and Tourism of the Chernihiv City Council [2].

In an increasingly globalized world characterized by cultural exchange and diversity, it is essential for students to develop cross-cultural competence and appreciation. Lecture-excursions offer students exposure to diverse cultural expressions and perspectives, contributing to their cultural literacy and global awareness.

While digital technologies have transformed many aspects of education, there remains a unique value in physical, sensory experiences. Lecture-excursions provide opportunities for students to engage with cultural artifacts and artistic performances in ways that cannot be replicated digitally, fostering deeper understanding and appreciation.

Ukraine's cultural attractions and artistic productions have the potential to drive tourism and economic development. Training specialists in the field of culture and art with practical experiences through lecture-excursions not only enhances their professional skills but also contributes to the growth of the country's cultural industries, including tourism, creative arts, and cultural heritage preservation. For example, the Chernihiv Tourist Information Center at the Department of Culture and Tourism of the Chernihiv City Council [3].

As Ukraine seeks closer integration with the European Union, there is a growing emphasis on aligning its educational practices with European standards and best practices. Lecture-excursions, which are widely used in European higher education systems, provide Ukrainian students with exposure to international norms and approaches in cultural and artistic education.

Here are a few more examples of how lectures-excursions are included in the educational process at T.H. Shevchenko National University «Chernihiv Colehium» in the preparation of students and master's students of majors Musical art; Fine art, decorative art, restoration; Socio-cultural event managers in the study of such disciplines: "Leisure studies", "Technologies of designing expositions and

performances", "Management of art tourism", "Socio-cultural event management", "Trends of modern world art", "Drawing", "Painting", "Color studies", "Museum pedagogy", "Theory and the history of fine art", "Cultural-educational and project-musical activity", "Vocal and choral workshop", "History of musical art", etc.

Students attend various cultural events, such as music festivals, concerts, theater performances, and art exhibitions, as part of their coursework. These excursions provide firsthand experience of event organization, audience engagement, and artistic expression within the Ukrainian cultural context. They can learn about stage setup, sound engineering, crowd management, artist hospitality, and logistical coordination by experiencing these elements firsthand. Additionally, attending performances exposes students to different genres of music and event formats, enriching their understanding of the industry.

Taking students on tours of event venues, such as concert halls, theaters, stadiums, and convention centers, provides insight into the diverse settings where music and cultural events take place. Students can learn about the unique features and requirements of each venue, as well as the technical aspects of event production and management. For example, lectures-excursions at: Chernihiv Music School No. 1 named after S. Vilkonsky, Communal Institution "Chernihiv Vocational Music College named after L. M. Revutskyi", City Palace of Culture, Chernihiv Regional Philharmonic Center, Chernihiv Regional Puppet Theater named after O. Dovzhenko, Chernihiv Regional Youth Theater, Chernihiv Regional Palace of Children and Youth, Chernihiv Regional Academic Ukrainian Music and Drama Theater named after T.G. Shevchenko, RDA of Chernihiv Region [4; 5].

Arranging behind-the-scenes visits to production companies, recording studios, artist management agencies, and event planning firms gives students the opportunity to interact with professionals working in the field. They can learn about the various roles and responsibilities involved in music and event management, as well as the challenges and best practices in the industry. For example, the television and radio company "Suspilne Chernihiv" [6].

T.H. Shevchenko National University «Chernihiv Colehium» is collaborating with Cultural Institutions: Partnering with museums, galleries, theaters, and cultural centers allows students to explore the intersection of music and visual arts. Excursions to these institutions can include guided tours, lectures, workshops, and exhibitions focused on music-related themes, such as musical instruments, opera costumes, concert posters, and multimedia installations. For example, signing cooperation agreements with the Chernihiv Regional Art Museum named after Hryhoriy Galagan.

Lectures-excursions to historical places of the Chernihiv region offer students an idea of the architectural, historical and cultural significance of these places. They can learn about the role of these venues in shaping Ukraine's cultural identity and hosting diverse artistic productions. By engaging with grassroots organizations, independent artists, and cultural activists, students gain insights into the challenges and opportunities facing the Ukrainian cultural landscape. For example, an excursion about history of T.H. Shevchenko National University «Chernihiv Colehium» [7].

T.H. Shevchenko National University «Chernihiv Colehium» promotes international exchange programs that allow students to study abroad and participate in musical activities and organization of events abroad. These programs expose students to diverse cultural perspectives, industry practices, and artistic traditions, broadening their horizons and enhancing their professional skills. For example, Pomeranian Academy in Slupsk (Poland) [8].

However, the integration of lecture-excursions into academic programs poses certain challenges. Logistics, including transportation, scheduling, and funding, can be significant barriers to implementation. Moreover, ensuring equal access and opportunities for all students, regardless of their background or circumstances, requires careful planning and consideration. Despite the challenges involved, the integration of lecture-excursions represents a valuable pedagogical approach that enhances the quality and relevance of education in culture and art.

In summary, the use of lecture-excursions in the training of specialists in the field of culture and art in universities is highly relevant due to its alignment with contemporary educational principles, its role in cultural preservation and promotion, its interdisciplinary nature, its contribution to career readiness, its promotion of global awareness. From providing direct exposure to cultural sites and professionals to fostering interdisciplinary learning and critical thinking skills, lecture-excursions enrich students' educational experiences and prepare them for diverse careers in the cultural and artistic sectors.

Today, their use in Ukrainian universities is extremely important for the preservation of cultural heritage, education of national identity, development of cultural diplomacy, stimulation of economic development, support for reforming art education and promotion of European integration. The use of such a pedagogical approach contributes to the holistic development of students and the enrichment of the cultural landscape of Ukraine. By introducing lectures-excursions into the educational process, Ukrainian universities can enrich the educational experience of students who are engaged in music, art and organizing events. These field trips not only complement theoretical coursework, but also help develop the practical skills, cultural awareness,

and industry connections necessary for success in the dynamic field of cultural and creative industries in Ukraine.

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