

Integration of Culture Economy of Ukraine into European Cultural and Economic Space

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Alongside with economic and political integration, the European Union of today sees the processes aimed to create a European society, and thus – a common European cultural and economic space. It means that along with cooperation in political, economic, legal and institutional spheres, the culture policy is gaining a priority status as well. In the paper, the author considers the content and goals of the Ukrainian economic culture integration into the EU and shows that the current involvement of Ukraine in the European cultural and economic space is insufficient in the light of the European integration prospects of the state.

Keywords: economy of culture, cultural and economic space, prospects of European integration, cultural and economic strategy, integration policy.

Problem-setting. Ukraine's commitment to European integration and the horizon of the European Union (EU) membership are in the focus of both the Ukrainian society as a whole and numerous politicians, diplomats and experts in various branches of knowledge. Analysis proves that the majority of information materials and research works are devoted to political and economic processes combined which does not represent the essence and current state of the European project implementation objectively. It should be noted that in the EU the economic and political processes are accompanied by trends toward creation of the European society, and therefore, a common European cultural and economic space. It means that along with cooperation in political, economic, legal and institutional spheres, culture policy assumes prominence as well. The consequence of underestimation of

the cultural and economic aspects of cooperation between the EU member states is, on the one hand, an actual lack of the European integration processes in Ukraine, and on the other hand, its cultural isolation from the united Europe. Most of the Ukrainian citizens, while supporting Ukraine's access to the EU, do not feel associated with the European culture and history, and thus – do not identify themselves as the Europeans.

Recent research and publications analysis. Methodological approaches to improvement of the existent mechanisms of Ukraine's culture economy integration into the European cultural and economic space are discussed in the works by many domestic and foreign researchers, in particular V. Bryzhko, M. Demkov, I. Gavrylov, Ye. Holovakha, H. Krasnostup, A. Morozov, V. Shkarupa, V. Tsymbaliuk and other scholars.

Despite publications that have appeared recently, Ukraine still lacks clear-cut methodological approaches to development of the actual mechanisms for integration of the Ukrainian economy of culture into the European cultural and economic space; definitions of the economy of culture contradict one another which explains the expediency of the problem investigation.

The paper objective is to determine the content of introduction of methodological approaches to the existing mechanisms for integration of the economy of culture of Ukraine into the European cultural and economic space.

The paper main body. The aspirations of Ukraine for European integration have become the essential facts of the present political life, and the European guidelines have found tangible embodiment in a series of decisions and actions of both the Ukrainian state and official bodies of the European Union.

In November 1994, the EU member states proclaimed, solemnly and clearly, in common proposals on the EU policy towards Ukraine their intentions to support the country's independence, territorial integrity and sovereignty. The EU proposed to Ukraine its positive support in the form of know-how in the context of TACIS Program. Laying the foundation for the said activity, the European Union started

negotiations to form the relevant framework, enter into a cooperation agreement aimed at activation of dialogue and ensuring equal partnership practically in all the spheres of potential joint engagement.

As to political benefits from Ukraine's integration into the EU, they are connected with formation of reliable mechanisms for ensuring political stability, democracy and security. Rapprochement between Ukraine and the EU is a guarantee, while fulfilling its requirements serves as a tool for establishing democratic institutions in Ukraine. Besides, membership in the European Union opens up the way to the EU collective security structures, and provides more effective coordination of activities with the European countries in the cultural and economic space.

The results of the sociological polls carried out by Razumkov Center for economic and political research show that most of the Ukrainian citizens do not feel themselves to be Europeans; nor do they associate themselves with the culture or history of the European community. Only one third (32.4%) of the respondents identify themselves to some extent as Europeans; more than a half of them (60.5%) perceive they do not belong to the European community [1]. The public consciousness does not perceive Ukraine to be a European country, when judging by its key parameters.

The reason for such a situation is non-integration of the Ukrainian state in the European cultural and economic space, in particular:

- existence of a 'language barrier' between Ukraine and the EU;
- the country's insufficient involvement in the European information and communication space;
- slow pace of reforms in the sphere of education and science, aimed to create a unified European education and scientific space;
- Ukraine's staying beyond the European cultural processes;
- part of the Ukraine-EU Action Plan 2005-2007, devoted to cultural and economic cooperation between Ukraine and the EU, was disproportionally narrow.

When characterizing the cultural and economic aspect of the European Neighborhood Policy implementation, it should be noted that the key objective of the Action Plan in the cultural and economic sphere has become speeding-up of Ukraine's transformation from a totalitarian to a civil society and a legal state, in which democracy, human rights and liberties are the highest social values. Ukraine has achieved a considerable progress in the sphere of cultural development [2].

An indicator of the country's progress was the activity of Europe intended to make Ukraine more open – it became the second country among the European Union's neighbors, which was granted an opportunity to arrange an intensive communication with the EU through a simplified border-crossing procedure. Although the current political crisis, caused by confrontation of the main branches of power, has a negative impact on the character of the present dialogue between Ukraine and the EU, the legal regulation of it would make the evidence of Ukraine's ability to independently cope with difficult crisis situations in keeping with the best traditions of the European democracy, by using the means of a civil society [3].

The success of further political dialogue with the EU depends largely on the advancement in the field of creating a new constitutionally entrenched model of a political system and harmonization of legislative, executive, and judicial authority in Ukraine, promoting a consensus approach to interpreting the cultural and economic strategy of the state by all the bodies of government.

For Ukraine, the problem of cultural and economic integration is a priority. Ukraine being one of the largest European states, integration first of all with the European nations is of its primary concern. At present, an effective integration of Ukraine into the global cultural and economic space constitutes an urgent task in forming its statehood and economy. Generally, a cultural and economic integration process takes place when two or more countries unite to create a wider cultural and economic space for the purpose of providing better living standards and enlarging the market, using the expansion effect alongside with improvement of an

infrastructure, introduction of high technologies, and encouragement of competition [4].

The process of the international cultural and economic integration of Ukraine is characterized by several features, namely:

1. This state has not decided yet on the main lines and mechanisms of structural reconstruction of the economy, since the criteria for this process should be elaborated with account of the specificity of the global economic system development as well as actual possibilities and directions of Ukraine's integration into that system.

2. Acute issues arise in the field of the security of cultural and economic relations, and economic security in general, which are to be settled in terms of an active competitive confrontation in the global market.

3. There are certain contradictions of a regional nature, elimination of which would only be possible on a long-term contractual basis through an active involvement in the integration processes, with setting the global national priorities and their balancing with other areas of focus that exist in the global cultural and economic space.

4. Attempts at active communication and dialogue with the international cultural and economic institutions, the guarantors for Ukraine's entering the global market and renovation of the economy of culture, have invoked an inadequate response of the general Ukrainian public, since the guidelines of our state have not been identified yet – either in developing the domestic economy of culture or in the search for its place in the world economy at large [5].

The factors of the process of Ukraine's integration into the EU are a cultural and economic policy of the state; the totality of problems resulting from formation of a treaty space and national security guarantees; development of all forms of cultural and economic cooperation; commitment to global changes and trends. The said factors can effect positive changes of the Ukrainian position in the European

cultural and economic space. In the long view, the development of relations with the EU should remain a priority of the cultural and economic policy of Ukraine [6].

The major efforts should be aimed at:

- integration of the Ukrainian economy of culture into the all-European cultural and economic space due to facilitation of the Ukrainian culture entering the European markets, removal of cultural and economic barriers in trade, deepening cooperation in the sphere of economy of culture;

- harmonization of the cultural and economic legal basis with the appropriate EU and WTO standards, formation of cultural and economic, and legal prerequisites for creation of a free trade zone of “Ukraine – EU”.

Thus, for Ukraine, the European cultural and economic integration means the way to modernize its economy of culture, overcome cultural and economic backwardness, attract foreign investment and innovative technologies, create new jobs, enter the global markets, in particular that of the EU. As an integral part of Europe, Ukraine is looking up to an effective model of socio-economic development, applied in the advanced European countries.

Considering the cultural and economic benefits of the EU membership, one should mention that they are related to the high European social standards and level of cultural sphere development, effective protection of the rights of labor, an advanced environmental protection system [7]. The results of Ukraine’s integration into the EU are going to be an essential alteration of its laws on the right to choose voluntarily the place of employment, adequate work remuneration and occupational safety, guarantees of social security, decent living conditions, health protection, education, culture, social protection and insurance in compliance with the European standards.

Pragmatic interests of the European Union in the strategy of neighborhood with Ukraine are explained by the following factors: formation of the belt of stability and security on its eastern borderline; the EU lacking a clear-cut and agreed-upon concept for a European integration process or a common view of the

united Europe's future. The approved strategy of the Eastern partnership could help Ukraine find its own way and methodology of a successful access to the EU.

Among the modern approaches to the European cultural and economic integration, the dominating concepts are as follows:

- the 'last frontier' concept, supported by the most conservative part of the EU political elite, with its basic thesis about Europe that is "tired" of expansion;
- the 'long-lasting rapprochement' concept, which recognized the possibility of the EU joining-up its eastern neighbors. For Ukraine, this is an option of the Eastern Partnership policy and moving closer to the European nations by way of gradual extending of cooperation;
- the 'Greater Europe' concept taking a due regard of the two major centers of political and economic gravity – the EU and others.

The idea of creating a common European cultural and economic space presupposes the format of a close cooperation in the spheres of economy, security, science and culture, which determines its minimized institutional character. In this concept, from the geopolitical perspective, Ukraine is positioned as a 'frontier' country for both the European and Eurasian spaces.

The EU rendered support to Ukraine during its joining the WTO, including elaboration of the necessary documentation. A special attention was paid to integration of the infrastructural networks of Ukraine and the EU in the context of the European Union enlargement, power supply and transportation networks, in particular connection to the European transport corridors and the trans-European transportation system.

The flaws of the policy of Ukraine's integration into the EU in the near-term outlook are likely to be as follows:

- adoption of the unified EU customs tariff by the new member states, strengthening the tariff security of a number of the Ukrainian export goods;
- deprivation of the new EU member states of a capability to regulate independently their own conditions of trade with Ukraine;

- a possible loss by the Ukrainian exporters of traditional outlets in the new EU member states as a result of extending the sphere of antidumping measures in relation to Ukraine;
- reduction of the volume of traditional Ukrainian exports to the EU as a result of a partial reorientation of goods flows between the current and new member states.

Among the hypothetical complications of integration of Ukraine into the EU one should also consider the growing competition with the advanced European companies, scaling down of domestic industries' output, liquidation of businesses of low competitive ability, a negative impact on the economy of culture etc.

The European orientation of the cultural and economic policy of Ukraine is one of the ways to modernize the economy, attract foreign investment and innovative technologies, raise the competitive ability of domestic production, and enter the internal market of the EU. In the political aspect, the European cultural and economic integration determines modernization of the Ukrainian state's legal space, democratization of its political and cultural systems. Cooperation with the EU will contribute to improvement of the Ukrainian social conditions, bringing them closer to the high European standards, as well as improvement of the Ukrainian people's living standards and culture.

Exploring the factors that hinder Ukraine's movement to Europe, we can specify a set of internal problems, and namely:

- a slow cultural and economic reform implementation, lack of appreciable results of domestic socio-economic transformations;
- a high rate of economic crime;
- lack of consensus as to the European choice of both the Ukrainian people and government institutions;
- a noticeable deficit of skilled experts on European integration, in the first place among the political elite and public servants of Ukraine.

Conclusions of the research and prospects for further surveys. In summation, the main lines of integration of the Ukrainian economy of culture into the European cultural and economic space are as follows:

- adaptation of the Ukrainian legislation to the laws of the EU;
- development of cultural and economic relations between Ukraine and the EU;
- integration of Ukraine into the EU in the context of the all-European culture;
- political consolidation, strengthening of democracy and the cultural component of Ukraine's movement towards European integration;
- adaptation of the cultural and economic policy of Ukraine to the EU standards;
- cultural and educational, scientific and technical integration;
- regional integration of Ukraine;
- sectoral cooperation;
- collaboration in the field of environmental protection.

Further development of Ukraine's relations with the EU will require:

- acquisition of the relevant qualitative characteristics, attainment of a macroeconomic stability and raising the efficiency of the economy of culture in our state;
- holding to the terms required to join the EU;
- introduction of the European standards and norms into the economy, social policy, culture, science and technology;
- adaptation of the Ukrainian law to the legal regulations of the EU;
- development and deepening of the regional integration, establishing and maintaining direct contacts with the member states and candidate countries for the EU accession.

The main ways to solve the problem of access to the unified European cultural and economic space are diversification of the Ukrainian economy of culture, attaining the status of a country with a market economy, harmonization of

the laws of Ukraine with the European standards as a prerequisite for creating a zone of free trade and culture.

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