ABSTRACT

PECCULIARITIES OF PUBLIC ADMINISTRATION OF CULTURAL INSTITUTIONS UNDER MARTIAL LAW

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The quality of life of citizens is a multifaceted phenomenon. Through high-quality public administration of the cultural sector, the state must fully ensure the exercise of the right of citizens to satisfy their cultural interests and, accordingly, access to cultural goods.

On 24 February 2022, martial law was introduced in Ukraine. The relevant Decree No. 64/2022 "On the introduction of martial law in Ukraine" was signed by President of Ukraine Volodymyr Zelensky. Overnight, the military aggression of the Russian Federation changed our reality, creating new threats and challenges in all spheres of life. Public administration is no exception, as it has been forced to ensure the smooth functioning of the state at war since 24 February until now. Russia's military invasion was an impetus that contributed to the consolidation of society and strengthening of identity values.

In wartime, the cultural front plays an important role in shaping the opinions, ideology and moral and psychological state of the population in their own country. It is one of the components of the overall strategy of warfare.

The following features of the importance of culture in martial law can be distinguished:

1. Propaganda: activities aimed at supporting one's own side and demoralising the enemy. These can be exhibitions, films, literary works, musical compositions that spread a certain ideology and stimulate patriotic feelings.

2. Protection of cultural heritage from destruction or looting by the enemy. This may include the evacuation of valuable works of art, archives, museum exhibits, ensuring their safety and restoration after the war.

3. Cultural exchange: conducting cultural exchanges and diplomatic events aimed at supporting international cooperation and understanding. These may include concerts, exhibitions, festivals, literary and scientific conferences aimed at strengthening cultural ties between states.
4. Supporting morale, spirituality and motivation: helping to maintain a high level of morale and motivation among the military and civilian population. Through art, music, literature and other cultural expressions, providing positive emotional support, stress relief and a stronger sense of unity and patriotism.

5. Shaping public opinion: influencing public opinion, beliefs and ideology through propaganda, cultural events and the media, directing people's thoughts and perceptions to support the war effort and promoting social cohesion.

6. Strengthening national identity: strengthening consciousness under martial law by supporting cultural traditions, language, history and symbols, promoting national identity and uniting the people.

7. Connecting with the world: performing the function of cultural diplomacy, helping to attract international support, promoting international cooperation and understanding.

The management of cultural institutions during wartime has its own peculiarities and requires a specific approach. In times of war, depending on the situation in the region and the functions performed by the institution, it can exercise its powers in different formats. Adapting the format of work to preserve their own lives and maximise the effectiveness of their duties.

Since conflict situations are often accompanied by destruction, evacuation of people and security threats, managing cultural institutions can be a difficult task. However, the protection and preservation of cultural heritage is essential even in such circumstances.

Therefore, we can identify certain peculiarities of public administration of cultural institutions in wartime. During wartime, the main priority of managing cultural institutions is to ensure the safety of employees and visitors. Particular attention should be paid to preventing possible terrorist acts, deploying security systems and taking measures to minimise risks. The efforts of institutional management are aimed at protecting museums, archives, libraries, monuments and other cultural objects from destruction, loss or destruction. This may include evacuating valuable collections, creating backup copies, or hiding objects from conflict zones.

Even during martial law in a country, it is important to ensure access to cultural events and activities. This may include organising charity exhibitions, concerts, lectures and other events in safe locations or online.

Contingency plans should be developed for crisis situations, such as shelling, evacuation, loss of communication, etc. These plans should be ready for implementation and regularly updated to reflect the current situation.

Also, the management of cultural institutions in times of war involves the involvement of local residents in the protection and preservation of cultural heritage. Trainings, volunteer programmes and awareness of the importance of cultural heritage can be organised among the public.

Conclusions. The war has made its own adjustments, and now the main task is to ensure the effective operation of public administration in wartime, taking into account new risks and circumstances. The cultural front during martial law is of great importance for strengthening morale, supporting national identity and preserving cultural heritage. It becomes a tool for affirming and protecting the values of society.
during military conflicts.

In general, in times of war, the management of cultural institutions requires a balanced approach aimed at protecting, preserving and continuing cultural life in difficult conditions.

References: