

A SCIENTIFIC APPROACH TO UNDERSTANDING AESTHETIC CULTURE AS A SOCIAL, CULTURAL, AND PERSONAL PHENOMENON

The article presents a comprehensive analysis of the theoretical foundations for the scientific understanding of aesthetic culture as a complex, multidimensional, and dynamic phenomenon. Special attention is given to defining the essence of aesthetic culture through the lens of various scientific approaches – social, cultural, and personal – allowing it to be revealed as a significant factor in the formation of an individual's spiritual world and the harmonization of social space.

The evolution of aesthetic culture across different historical stages – from classical concepts to contemporary interpretations reflecting changes in societal worldview orientations – is examined. Aesthetic culture is a complex phenomenon characterized by diverse manifestations and distinctive features of its functioning and development. The influence of historical and cultural processes on the transformation of aesthetic values and norms, as well as their role in the development of artistic and creative thinking, is analyzed.

The scientific interpretation of aesthetic culture as a personal category is revealed, emphasizing its close connection with the development of an individual's creative qualities. According to the results of scientific research, it is highlighted that aesthetic culture provides real opportunities for personal creative self-realization and contributes to the formation of an individual vision of the aesthetic foundations of artistic and creative exploration, as well as to the application of original and distinctive approaches to artistic design and the aestheticization of objects and phenomena of the surrounding reality.

The analysis of the socio-historical development of aesthetic culture has shown that this spiritual phenomenon holds fundamental significance for all spheres of social life. Aesthetic culture influences the economy, social relations, everyday practices, labor activity, education, leisure, and self-development of an individual. Awareness of its role encourages society to create appropriate conditions for the development of aesthetic culture, to ensure its enrichment, and to promote its widespread application across various spheres of life, from the personal to the societal level.

The study identifies the main structural components of aesthetic culture, including aesthetic consciousness, aesthetic needs, feelings, tastes, and ideals, outlining their interrelations and functional significance. The leading functions of aesthetic culture – cognitive, educational, communicative, regulatory, and creative – are substantiated, demonstrating their impact on shaping the value orientations of individuals.

Particular emphasis is placed on the role of aesthetic culture in the process of spiritual development, formation of worldview, aesthetic feelings, and the ability for creative self-realization. The significance of aesthetic culture in the educational

system is revealed, especially in higher education institutions and the artistic and cultural sphere, as environments for developing the aesthetic competence of future specialists.

The study also explores the features of the transformation of aesthetic culture in the context of contemporary socio-cultural changes, globalization processes, and digitalization, which necessitate the reevaluation of traditional aesthetic norms and the emergence of new forms of cultural expression.

Based on the conducted theoretical analysis of aesthetic culture, it can be stated that it is a complex and multifaceted phenomenon with a centuries-long history of development and functioning. Aesthetic culture is characterized by a close interconnection with social life, the development of the cultural sphere, and the formation of the most important traits and qualities of an individual, including emotional sensitivity, moral values, social responsibility, and creative potential.