

STATE SPONSORSHIP OF THE UKRAINIAN CULTURE

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The national culture is inexhaustible spiritual memory of society. People which don't remember and respect the past, don't deserve the future. Therefore a national culture is a strategic resource which must be protected. The culture acquires the double value for the Ukrainian society and Ukraine on the whole. Firstly, national culture is the method of expression national identity. It educates personality in everybody, provides pre-conditions for its successful development. Secondly, a national culture comes forward today as the determinative of competitiveness. Today in the world competition takes place at the level of cultures, namely - national cultures. We are interesting to the world by an original national cultural person. Only in such case the attention will be payed on us.

Such small countries, as Norway, Finland, Holland, Switzerland have already built the export policy according to this process. As the slogan of export encouragement in these countries serves an utterance "Sell the culture". Today the European companies present the state, investing considerable facilities in conducting of artistic actions - exhibitions, concerts, theatrical performances - in countries, where they intend to work.

Considering the state of the culture budgetary financing in Ukraine, we discovered absence of successive cultural policy in it. Charges on culture account less than 1 % to the budget, while for the countries of European Union not less than 2%. According to the world experience of financing the cultural activity, such basic sources of financing as budgetary and outbudgetary are existed.

Budgetary financing:

- direct financing (museums, libraries, archives, television);
- grants;
- general and having a special purpose transfers to the subnational budgets (national programs of development of culture);
- compatible participation of power organs with different levels (socio-economic programs of regional development, increase of employment, help to small business).

Outbudgetary financing:

- tax protected policy;
 - bringing the cultural legacy in active cultural activity;
 - supporting cultural funds (model of financial resources division «in the distance of prolate hand»);
 - personal funds of cultural organizations.
- As a result there were selected prospects and directions of the successful cultural financing.
- Prospect of financing the cultural industry:
- Stimulation of cultural sphere financing from the side of unstate sector;
 - Providing to the population free access to the cultural values, fixing of cultural infrastructure in regions;
 - Development of the line state support mechanisms for scanty means and socially unscreened groups of population;
 - Realization of protectionism policy in relation to the domestic art;
 - Education in young generation sense of national consciousness, devotion to the Ukrainian culture.

Directions of cultural financing:

- forming the financing multichannel system of cultural sphere;
- providing favourable environment, encouragements of financial and moral character for development of sponson, patronage;
- creation state and local funds of the voluntarily offerings on culture development;
- introduction of competitive mechanisms of cultural activity financing;
- taxation diminishing for culture and art establishments;
- renewal and development of the system artistically educational work of cultural establishments with a rising generation;

In our view, the method of budgeting, oriented to the result is the most perspective method of organization the cultural development financing. The essence of it consists in financing not cultural establishments but directly cultural measures.

In conclusion we should mark that both our state and our culture are today "on cross-roads". Thus the last is rather reason than result. If today the state will not render proper support to the financing of cultural development, tomorrow it can not only lose chances to plant competitive of oneself in a global environment but also get a fatal blow on the national culture. However we shouldn't forget that any support deforms a natural evolution. The state must interfere in development of culture as little as it possibly and as much as it needed. Cultural weighed policy is necessary for this process. It will foresee stimulation of such important alternative sources of cultural development financing as: patronage of art, sponson and others.