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DIGITAL ARCHIVING OF MONUMENTS AS AN EFFECTIVE TOOL OF COUNTRY'S CULTURAL HERITAGE PRESERVATION

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World practice shows the diversity of approaches to implementing state cultural policy; this applies to the subordination and coordination of the actions of various branches of government when determining the priority directions of state influence (regulation, selection, and application) of cultural policy instruments concerning monuments (in addition to individual or ensembles of monuments) that are in public space.

Regulatory initiatives in cultural policy regarding monuments (individual or ensembles of monuments) should be distinguished by orderliness, balance, and systemic integrity based on modern scientific methodology for analyzing monuments' state, content, and significance. In connection with the Russian aggression against Ukraine, the cultural policy regarding public art is characterized by a conflict of goals, which consists of the differentiation of objects of memorialization that are subject to preservation and immediate restoration and those that require dismantling, museification, and the use of other tools.

With technological advancement, digitizing monuments and historical sites has become a critical aspect of cultural conservation efforts. Digital archiving involves representing monuments for research, preservation, digitization, popularization and providing access to them on the Internet. Archiving is the process of recording information in electronic form for long-term preservation. The purpose of digital archiving of monuments in Ukraine in terms of the project “Digital archiving of monuments as objects of public memorialization for the preservation of the cultural heritage of Ukraine” is to preserve and popularize historical and cultural treasures for future generations, providing access to them for scholars, researchers, the public, and investors. Preserving cultural heritage contributes to the restoration of the national memory of the Ukrainian people and the elimination of Russian narratives. Digital archiving allows for preserving monuments subject to decay over time or damage due to military actions in Ukraine, thus serving a rescue mission.

The digital archiving of monuments is carried out by *capturing high-quality photographs*, enabling the creation of detailed digital copies of the monuments; the *collection, processing, systematization, digitization*, and *publication* of information about the monuments in the form of archival electronic documents placed on a bilingual website. Ukraine needs a complete, coherent, up-to-date digital archive compiled with the modern

scientific methodology of attribution, research, and interpretation of narratives that are brought into the public space through monuments.

In the context of the electronic information society, the advantages of digital archiving of monuments are:

- Resources of the digital archive can be easily accessed on the network from any location, at any time, and by individual choice.

- Quicker access to textual and visual information.

- Convenient management and administration of resources in digital format.

- Preservation and protection of intellectual property: digital archival documents are stored in reliable network systems, which helps to avoid their loss due to military actions, natural disasters, etc.

The project's innovative character lies in its interdisciplinary nature, as it is implemented at the intersection of the humanities and digital technologies in the field of digital humanities. Undoubtedly, modern digital archives can contribute to systematically integrating data on historical and cultural landmarks with other databases and resources, helping to create a comprehensive and complete image of the historical and cultural heritage and restore lost national narratives.