

# Lecture 1

## **Specificity of Cultural Studies as a discipline**

1.1. The emergence of the concept “culture” and Cultural studies

1.2. Structure and main categories of the Cultural studies.

1.3. Main functions of culture

# 1.1. The emergence of the concept “culture”

## Etymology

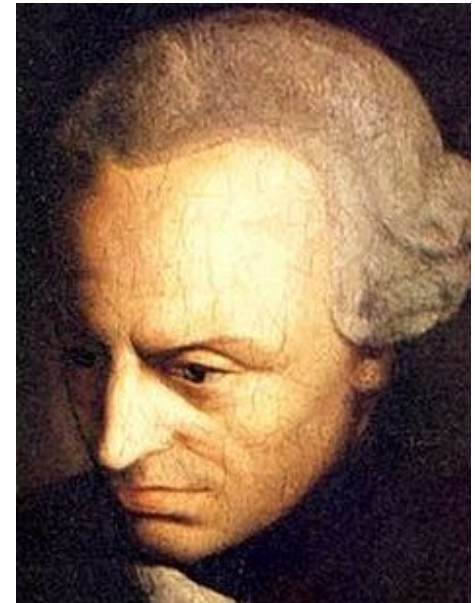
- **Culture**= *Latin –cultura-* cultivation, the plowing the field, processing, care.

*cultus* = cult – worship, education, upbringing.

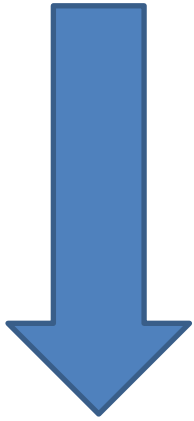
“ ...it is necessary to cultivate one’s own soul...” - Cicero

- Most wide-spread term ----- a large number of definitions

“Culture is the ability to ascend  
from the animal to high-moral existence”



**Culture** is a set of achievements in the society as a result of material and spiritual development; a form of transmission of social experience.



*Culture and its different aspects are **subject matter** of the Cultural Studies as a discipline.*

# Culture and spirituality/spiritual world

**Is there any interconnection?**

*Spirituality* – unifying beginnings of human expressed in the form of morality, values and traditions.

*Spiritual world* – inner world, soul.

Cultural studies

***an integrative knowledge about the holistic phenomenon of culture in the real historic time of its existence***

***a set of particular scientific disciplines studying separate sublevels of culture according to specialized types of human activity (economic, politic, religious, artistic)***

**What is **subject** and **object** of Cultural Studies?**

# Development of the concept “culture” through the history

## Antiquity

45 year B.C. – Cicero– *culture*- shaping of the spiritual world of human.

### Before

Ancient Greece – «*paideia*» - upbringing, education, the formation of civil skills.

## Middle ages

**5 – 13 cent.** – culture=spirituality (in religious understanding).

## Renaissance

**14- 16 cent.** - human - the main creator of culture equal to God.

## **New Time**

**17 cent.** – a rationalistic approach. Culture - a special way and form of human existence - the process of improvement and the degree of human development.

**Enlightenment** - for the first time as a scientific term - a special term for the ability, reason and spiritual world.

## **The Newest Time**

**beg. of 20 cent.- present days.** - emergence of **mass culture** and the development of **consumer society**

# 1.2. Structure and main categories of Cultural studies

## Forms of culture

### Material



The whole sphere of the material and productive activity of human + its results

### Spiritual



A value rethinking of the whole set of acquired knowledge, generally accepted tastes, priorities. It awakens personality



# According to the **bearer** culture can be

## National Culture



The achievements of culture of different social layers of the particular society.

## World Culture



Synthesis of the best achievements of national cultures of different nations of the world

# Types of culture



**Mass culture**



**Elite culture**



**Counterculture**

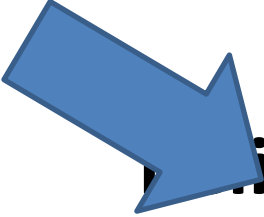


**Sub-culture**

SO

## Culture fixes & demonstrates

- peculiarity of the way of life;
- behavior of different peoples (народов)
- their very special way of the world perception  
(where is it fixed?)

 **Religion** most important part of the  
**spiritual culture**

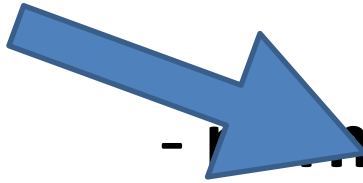


# Structure

- Peculiarities of the ways to sustain the life of community;
- the specifics of the ways of behavior, models of human interaction;
- organizational forms (**cultural institutions???**), ensuring the unity of community;
- the formation of human as a **cultural being ???**;

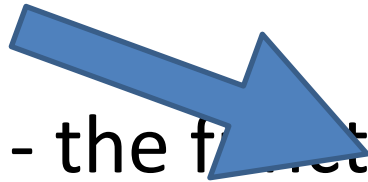
## Main functions

- the **production** and **accumulation** of *spiritual values*;



- **formative** function;

- **Evaluational** function;



- the function of **goal setting**;

To achieve the goals, to implement them require *knowledge* and *skills*



- **cognitive** function;