



## THE IMPORTANCE OF AESTHETIC EDUCATION AND ITS ROLE IN THE ART OF THE MODERN WORLD

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### ABSTRACT

*This article highlights the significant role of aesthetic education in the development of a person's personality and its cultural identity. The article also pays attention to aesthetic education, as the most effective defender of human culture in the modern world, which contributes to the formation of a worldview and enrichment of the level of culture with universal human values.*

**KEYWORDS:** aesthetics, art, modern world, ersatz art, aesthetic taste, aesthetic ideal, spiritual culture.

Education as a process aimed at the formation of new knowledge and skills is one of the important areas in the development of the culture of a modern person, as well as in maintaining social well-being in the modern world. Now, during the period of intensive development of information technologies, as well as their active use to influence public consciousness, aesthetic education plays a significant role in the development of a person's personality and his cultural self-awareness.

Modern society needs an artistic understanding of the achievements of science and technology, in the languages of art.

Aesthetics, one of the central problems of which, as a rule, was the problem of artistic creation, should overcome illustrativeness and explore the creative presentation of spiritual problems of time by art, how art realizes its own creative contribution to culture [1; 4].



Indeed, aesthetics are extremely important to education. A picture that they look at and do not see, do not understand - it is just a canvas with pieces of paint. A book that is read and misunderstood is a pile of bound sheets of paper. Only the dialogue between the viewer and the work of art gives rise to a work of art. In order for such a dialogue to take place, it is necessary to give aesthetic education and upbringing [2; 10-11]. Aesthetics as the science of sensory cognition of the surrounding reality comprehends and creates beauty. Developing the ability to aesthetic feeling and experience, a person simultaneously realizes himself in culture. As you know, an integral part of spiritual culture and a source of knowledge of the world is art, which satisfies the artistic needs of people. Art influencing the human soul contributes to the formation of an intellectual and harmoniously developed personality. Awakening the beauty in a person and giving him the joy of aesthetic pleasure, art teaches to feel and understand beauty.

At all times with the development of society, art also faced changes. Consistent with its time, it has always tried to reflect the worldview of modern society as a whole. It should be noted that constantly developing and enriching in the arts of different times, there was a struggle between old ideas with emerging new tendencies and manifestations. This is due to the fact that art has always been a mirror of society, and each generation tried to make its own contribution to the development of humanity and its culture. However, for all its variability, art should always have its own relatively stable artistic and aesthetic principles, since it plays a crucial role in a person's life and in his self-knowledge.

Dominated by highly developed information technologies, the modern world has also influenced the arts system. "Concerning new trends in the development of art, it should be said about the emergence of mass culture, which flourished in recent decades, as well as about the change in the surrounding world, in which new samples and values, new standards and objects of identification appear, and about the acceleration of the pace of life, leading to emotional overload.

Since art is a specific type of knowledge, its perception is based on a certain level of intellectual training "[3; 56-57]. Mass culture, being an objectively conditioned process, simultaneously carries both positive features, for example, contributes to the convergence and enrichment of the cultures of different peoples, and creates negative consequences that prevent the formation of a spiritually developed personality. Today,



contemporary art more than ever needs self-awareness, which arises as a result of scientific aesthetic and philosophical analysis. Aesthetic education is becoming more and more necessary, in particular, art history, in the study of the fundamental aesthetic problems of modern arts and in determining their role in the development of the culture of the modern world. It is rightly said that "One of the most important manifestations of the structure of the civilized world is beauty. It is beauty that is an important criterion for sensory perception and values of modern civilization. The development of philosophical ideas about beauty, about the essence of beauty is the primary task of science, education and culture.

The development horizons of the modern global civilization will be very vague if the light of aesthetics and beauty diminishes. It is important to give a new impetus to the development of aesthetics as a science and a new impetus to aesthetic education "[4; 26].

Much has been said, and is still being said about the element of individuality in art; here and there one can hear, and more and more often will be heard, words about the forthcoming style. Although these questions are of great importance, they gradually lose their urgency and significance when considered over the centuries, and later millennia; they eventually become indifferent and die.

Only the third element remains eternally alive, the element of the purely and eternally artistic. It does not lose its strength over time; its strength gradually increases [5; 57]. Considering that art affects a person both positively and unfavorably, i.e. Negatively, one should seriously pay attention to the issues of the influence of types and genres of arts on the minds and souls of people. Based on this, today we should attach special importance to aesthetic education.

By scientifically investigating such issues as the artistic and aesthetic ideal, aesthetic feeling and perception, aesthetic taste, as well as other forms of aesthetic consciousness, aesthetic education will help a person to distinguish true highly artistic humanistic art from ersatz art.

The concept of ersatz art can be explained as not a highly artistic work, incomplete creativity, which lacks artistic truth, sincerity and naturalness.

In order to distinguish the beautiful from the ugly, the natural from the insincere in the phenomena of reality and in art, as well as to correctly evaluate a work of art, the



development of aesthetic taste is of particular importance. Aesthetic taste contributes to the formation of an aesthetic assessment in a person, which affects a person's behavior and attitude towards life. Developing the ability to perceive the world around us from the standpoint of the aesthetic criteria of beauty, aesthetic taste thereby becomes one of the most important conditions for the development of spiritual culture in the modern world.

Therefore, in order to understand the artistic and informative nature of art, at present, aesthetic concepts should be studied, because if ersatz art begins to rise in artistic creation, there is a high probability that it will prevail in all other spheres of life.

Starting from the very initial stages of education and upbringing, a person must become familiar with the most significant achievements of culture and art, understand their value and meaning, learn to master the world and build their life activities according to the laws of beauty. This will allow people to be critical of various cultural phenomena, their own interests, the world in general and the world of their own life, from everyday life to spirituality. After all, culture, including mass culture, cannot be limited to its artistic part - it covers all levels of human life, and what happens in one of them necessarily affects all the others [6; 59].

In the modern world, under the onslaught of mass culture and art, aesthetic education is essential.

His task is to define the boundaries of art, so that in the current stream of pop art not to be mistaken for such that which is no longer art itself and, therefore, cannot fulfill its function. Aesthetic education should help to form a conscious and sufficiently high aesthetic ideal from the standpoint of humanistic goals, which, in turn, determines the level of personal tastes [7; 266].

A person reflecting on the solution of the problems of the modern world needs such a unique means of cognition and evaluation as an aesthetic ideal. Its formation is one of the important aspects in the development of spiritual culture, which is most often reflected in works of art.

Today, it is very important to correctly educate the aesthetic ideal, since by influencing emotions, it is a criterion of beauty and is of great importance in spiritual development. Consequently, aesthetic education, contributing to the formation of aesthetic concepts and judgments, is an essential element in the upbringing of the



aesthetic culture of a person. It is likely that the timely assimilation of aesthetic knowledge, skills and abilities will help to solve, in a certain sense, the actual problems of our time. Any cultured and educated person in the modern world will not dispute the great civilizational role of aesthetics and philosophy of art in the historical progress of mankind. The beauty in the subject field of scientific aesthetics and philosophy of art has historically acted and continues to act as the greatest value in knowledge, culture, education, in the interpretation and review of the life world. However, precisely today, in the era of the formation of a new technogenic civilization and the postclassical picture of the world with its virtual digital technologies, artificial intelligence and social chaos, it is important to raise the authority of aesthetics and respect for aesthetic knowledge [4; 16].

In conclusion, we can say that aesthetic consciousness, contributing to the formation of aesthetic immunity in a person against the action of the destructive forces of the ugly, directs him to more attractive goals. Opening the doors to the world of art and beauty for humanity, aesthetic education is the most effective protector of human culture in the modern world. Namely, aesthetics as a science of beauty in reality and art, as well as one of the sources of scientific knowledge, contributing to the formation of a worldview, will help enrich the level of culture with universal values.

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