

FORMATION OF POP-VOCAL ART: TYPICAL FEATURES

FORMAREA ARTEI POP-VOCALE: TRĂSĂTURI PARTICULARE

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Among the contextual explication of musical art, special attention deserves vocal and variety performance. This is justified by the fact that for a long time variety music and performance were not included in the permanent field of study of scientists and did not cause the need for a deep dive into its specificity. Today, it is possible to observe a considerable spread of variety performing arts at all levels of the socio-cultural space, as well as art education: in primary art institutions, in extracurricular institutions, in higher education institutions at all levels of accreditation.

The rapid spread of vocal and pop art was primarily due to the rapid development of mass communication. Total availability due to the latest technological advances has led to the constant dominance of such art in human life. Entertainment, propaganda among wide audiences of the ease of perception for the spread of Ukrainian pop music became substitutes for the academic and utilitarian types of culture, which differed depending on the socio-economic situation of its consumers. In addition, the desire to have fun was quite natural, taking into account the two world wars were experienced by mankind, the confrontation of various totalitarian regimes, etc.

Another factor in the spread and flourishing of variety culture was that its creators in time sensed the moment when the public had sufficient funds to pay for a unified cultural product. The means of reproduction and distribution of music became more accessible and at the same time more sophisticated, and the desire of the public for the perception of quality shows became

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stronger. For the needy, mass culture became that "window into the world of art" that was not provided by official culture at all, on the contrary, it removed the common man from the beautiful. Instead, the mass culture, while vocal and variety manifestation, while based on the propagation of the phenomena of primitive aesthetics, facilitated at the same time the socialization of a person, enabling him to effectively master the necessary social skills and create a socially oriented image around him.

The cultural vector of vocal and variety performance extends in the anthropological direction in the context of the historical-cultural meaning of the existence of a particular society, which in its turn is a carrier as a collective unconscious in the process of perceiving a work of art. That is, one of the tasks in the field of variety and vocal performance is to cover the socio-cultural semantics of the existing generation. In other words, the formation of interaction between the genre nature of this field and the emotional-sensory factors of human culture. In this way, the existing emotional factors of becoming a person in the appropriate art form, which becomes part of the "life world".

At the turn of the XX-XXI centuries the vocal and variety performance received a remarkable development, which is associated primarily with the development of independent Ukrainian art. Vocal and pop music is a powerful mirror of the socio-historical continuum of its functioning. This is due to the fact that one of the conditions is the factor of its duplication, which is possible only if it is saturated with peculiar intonational, verbal, stylistic formulas of time. It is said that the aesthetic parameters of the interaction of mass variety and musical art with the recipient, the consumer of the vocal and variety product are based on cultural and sociological factors, which are aimed at the external design of the number, the style of behavior of the performer.

Nowadays pop culture has become the basis for theatrical variety forms, as simpler means of combining vocal show, among them rock operas, musicals, stylized folk samples forms the pinnacle of the genre system of music and variety. Although it is the closeness to folk samples that can overcome the barrier of perception of any variety vocal form.

Basis for pop-music during the last third of the twentieth century extremely diverse: individual artistic styles are born today in a situation of total synthesis, reflecting the pluralistic worldview of artists, a reproduction of various worldview dialogues and different perspectives on life in music. Of course, all of these searches are aimed primarily at meeting the demands of time, listeners, and fashion. In this regard, the music business is first a profit-generating system, which determines the richness of genres and styles used in it, while folk music – as a phenomenon of historical variety and not fundamentally a business sphere of musical culture. In the contemporary space, vocal and variety music is interpreted from the point of mass and

meeting the criteria of today's popularity with a wide audience, but during its formation, one can determine the tendency to improve professional quality in the field of pop and vocal performance. It forms a defining feature of the contemporary variety space, namely the combination of popular and elitist value approaches through the prism of national traditions.

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