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PHOTOGRAPHY AS A MEANS OF PRESERVING INTANGIBLE CULTURAL HERITAGE AND ITS POPULARISATION

The article examines the role of photography as an effective means of preserving and promoting intangible cultural heritage. The analysis included scientific publications and monographs on cultural heritage and the role of photography in its preservation, national and international strategies for protecting intangible cultural heritage, and social networks and digital platforms as tools for popularisation–selection of sources The media space. The main research methods used were content analysis, comparative analysis and generalisation. It was based on the following criteria: authenticity, value, information content, and distribution. The study found that intangible cultural heritage plays a key role in shaping cultural identity and diversity, as it has a unique potential to transmit and maintain traditional values, meanings, norms and socio-cultural practices. It includes traditions, customs, rituals, folk crafts, oral art, music and dance that are passed down from generation to generation. Since the beginning of the full-scale war in Ukraine, more than a thousand cases of destruction or damage have been recorded to architectural, archaeological, religious and historical monuments. As a result, digitisation of intangible cultural heritage has become an urgent need. Photography is one of the most effective means of digital preservation of intangible cultural heritage. It allows not only to capture unique moments of traditional rituals or the preservation of folk crafts but also to present them visually in the digital space. Digital tools offer great opportunities for the promotion and interactive study of intangible cultural heritage through social media, webinars, virtual tours, and mobile applications. Regular updates, diverse thematic content, and the use of photos and videos make it possible to effectively document and disseminate information about traditional art events, the activities of creative teams, folk crafts and folklore traditions in different regions of Ukraine. Of particular interest is the topic of tourism in the context of preserving, protecting and promoting intangible cultural heritage, mainly through the development of photographic tourism. The author emphasises that the preservation of cultural heritage requires the active participation of the state and international organisations. Educational programmes aimed at raising awareness among young people also play an important role in preserving cultural traditions. In general, photography is of great importance for preserving intangible cultural heritage, as it allows for documenting unique moments, capturing the skills of cultural carriers and promoting them through digital media.

Key words: digitalisation, social networks, folklore, traditions, recording and documentation.

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ФОТОГРАФІЯ ЯК ЗАСІБ ЗБЕРЕЖЕННЯ НЕМАТЕРІАЛЬНОЇ КУЛЬТУРНОЇ СПАДЩИНИ ТА ЇЇ ПОПУЛЯРИЗАЦІЇ

У статті розглянуто роль фотографії як ефективного засобу збереження та популяризації нематеріальної культурної спадщини. Аналізу підлягали наукові публікації та монографії, присвячені культурній спадщині та ролі фотографії у її збереженні, національні та міжнародні стратегії щодо охорони нематеріальної культурної спадщини, а також соціальні мережі та цифрові платформи як інструменти популяризації. Відбір джерел здійснено на основі таких критеріїв: автентичність, цінність, інформативність та поширення в медіапросторі. Основними методами дослідження були контент-аналіз, порівняльний аналіз та узагальнення. Під час наукової роботи з'ясовано, що нематеріальна культурна спадщина відіграє ключову роль у формуванні культурної ідентичності та розмаїття, оскільки має унікальний потенціал для передачі та підтримки традиційних цінностей, смислів, норм та соціокультурних практик. Вона включає традиції, звичаї, обряди, народні ремесла, усну творчість, музику та танці, які передаються від покоління до покоління. З початку повномасштабної війни в Україні було зафіксовано понад тисячу випадків руйнувань або пошкоджень пам'яток архітектури, археології, релігії та історії. Через це оцифрування нематеріальної культурної спадщини стало нагальною потребою. Одним із найефективніших засобів цифрового збереження нематеріальної культурної спадщини є фотографія. Завдяки їй можна не лише зафіксувати унікальні моменти виконання традиційних обрядів чи збереження народних про-

мислів, а й представити їх візуально в цифровому просторі. Широкі можливості для популяризації та інтерактивного вивчення нематеріальної культурної спадщини відкривають такі цифрові інструменти, як соціальні мережі, вебінари, віртуальні тури та мобільні застосунки. Регулярні оновлення, різноманітний тематичний контент та використання фото- і відеоматеріалів дають змогу ефективно документувати та поширювати інформацію про традиційні мистецькі події, діяльність творчих колективів, народні ремесла та фольклорні традиції різних регіонів України. Особливого інтересу набуває туристична тематика в контексті збереження, охорони та популяризації нематеріальної культурної спадщини, зокрема через розвиток фототуризму. Акцентовано увагу на тому, що збереження культурної спадщини вимагає активної участі держави та міжнародних організацій. Важливу роль у збереженні культурних традицій відіграють також освітні програми, спрямовані на підвищення обізнаності молоді. Загалом фотографія має неабияке значення для збереження нематеріальної культурної спадщини, оскільки дозволяє документувати унікальні моменти, зафіксувати майстерність носіїв культури та сприяє популяризації через цифрові медіа.

Ключові слова: цифровізація, соціальні мережі, фольклор, традиції, фіксація та документування.

Statement of the problem and its relevance. For centuries, Ukrainian culture has fought for the right to its own national identity. Many of its monuments are world heritage and are protected by UNESCO. The intangible cultural heritage of Ukraine is multifaceted and covers a wide range of traditions, rituals, knowledge and skills passed down from generation to generation. It is an integral part of the country's national identity and spiritual wealth. Preserving cultural identity is essential for further developing Ukraine as an independent state with a diverse heritage. Therefore, given the current challenges, protecting and promoting intangible heritage is a particularly important task.

Analysis of recent research and publications. Kazakov (2024) characterised intangible cultural heritage as being transmitted from generation to generation, constantly transformed under the influence of the environment, historical conditions, and interaction with nature. Beidyk, Donetc, Arabadji, and Arsenenko (2024) systematised the existing UNESCO intangible national and world cultural heritage sites in their article. The latest approaches to the preservation, protection, and promotion of the intangible cultural heritage of the Ukrainian people were considered in the work of Havryliuk, Pletsan, and Antonenko (2023).

According to Stoliarchuk and Ostapchuk-Budzyk (2024), preserving and developing cultural diversity for future generations is impossible without protecting intangible heritage, of which folklore is a central element. The growing interest in Ukrainian folk music and other folklore genres creates the problem of their accessibility to a wide audience.

Traditionally, cultural heritage and modern technologies are perceived as opposites: the former as an embodiment of the past, the latter as a symbol of the future. However, as Horbul (2023) rightly notes, in the modern world of globalisation, this division is losing its relevance. Today, traditions and innovations, past and future, must be combined by using modern digitisation technologies to preserve cultural heritage. Liu (2022) analysed the peculiarities of using various

modern information technologies to protect intangible cultural heritage. Khokhlov (2024) emphasised that in the context of military aggression in Ukraine, the preservation of intangible cultural heritage is of particular relevance, as it helps society to preserve its identity and resilience. Analysing the role of innovative technologies, the author noted that online courses, virtual tours, and social media are effective tools for documenting and promoting cultural practices.

The purpose of the study is to determine the role of photography in the preservation of intangible cultural heritage and its popularisation, as well as to explore modern technological approaches to the photographic recording and dissemination of cultural information in the digital environment.

The materials analysed, and sources included scientific publications and monographs on cultural heritage and the role of photography in its preservation, national and international strategies governing the protection of intangible cultural heritage, as well as social media and digital platforms as tools for popularisation. To achieve this goal, we used methods such as content analysis of photo archives to assess the degree of representation of intangible cultural heritage in photographic sources, comparative analysis of traditional and digital methods of recording cultural objects, and generalisation. The sources were selected according to the level of authenticity, historical and cultural value, visual information content, and distribution in the media space.

Summary of the main material. The concept of “heritage” covers both tangible and intangible objects of exceptional value according to various criteria, including historical, cultural, ethnological, social and spiritual. The cultural heritage includes tangible (material) and intangible (spiritual) components. The intangible cultural heritage is an integral part of culture, mainly traditional heritage reflecting the spiritual and intellectual of the people (Kozlovskaya, 2021, p. 78). The main purpose of including intangible objects in the cultural heritage is to protect authen-

tic traditions, rituals and ceremonies, which is the key to preserving traditional culture. Intangible cultural heritage has the greatest potential for transmitting and maintaining traditional values, meanings, norms and socio-cultural practices that together form cultural identity and diversity.

UNESCO plays a key role in the preservation of intangible cultural heritage at the global level. The Convention for the Safeguarding of the Intangible Cultural Heritage is the main international instrument for the protection of cultural traditions, customs, knowledge and skills. According to the Convention, intangible cultural heritage includes various forms such as oral traditions (including language), performing arts (acting, music, singing, dance), customs, rituals, festivals, knowledge of nature and the universe, and skills related to traditional crafts (Convention for the Safeguarding of intangible cultural heritage (ukr/ros), 2008). In 2022, UNESCO inscribed Ukrainian borsch and the tradition of its preparation on the List of Intangible Cultural Heritage. Assigning a geographical indication to intangible cultural heritage raises its status and can increase its value by 5–32%. Accordingly, Ukrainian borshch is likely to cost 20–25% more than a similar first course without a designation (Beidyk et al., 2024, p. 39).

Despite its variability, intangible cultural heritage is an important tool for preserving cultural diversity in the era of globalisation. Understanding the intangible heritage of different communities contributes to developing intercultural dialogue and mutual respect (Bilushchak & Dobrovolska, 2023, p. 43). Intangible cultural heritage unites nations around common values. National holidays and traditions create opportunities for people from different regions to meet and communicate, strengthening mutual understanding and tolerance. Traditional culture enables society to realise its potential, satisfy spiritual needs and enrich cultural diversity.

Since the beginning of the full-scale invasion in Ukraine, more than a thousand cases of destruction or damage have been recorded in architectural, archaeological, religious, and historical settings. Monuments The preservation of intangible cultural heritage during the war is critically important and requires joint efforts. The state, NGOs, cultural figures and other stakeholders should coordinate their actions to protect these sites. To do this, it is necessary to develop plans for the evacuation of bearers of traditions and documentation to record elements of intangible cultural heritage, such as oral traditions, rituals, and crafts, through photo, video and audio recordings (Diachuk & Sytnikova, 2023, p. 66).

In today's context, the has become particularly important preservation of intangible cultural heritage through the digitisation of its elements (Table 1). Creating a wide range of digital services, which involves the transformation of the traditional cultural paradigm into a modern virtual format, is also one of the most effective ways to promote cultural heritage. Online documentation preserves the best examples of folk art and makes them accessible to scholars and the general public. This increases opportunities for research, education, and self-education and makes Ukrainian folklore known worldwide (Stoliarchuk & Ostapchuk-Budz, 2024, p. 74).

Photography is one of the most effective means of digital preservation of intangible cultural heritage (Fig. 1). For almost two centuries, people have recorded their lives in photographs, leaving us with information about their time, traditions, lifestyle, appearance, and fashion. Photography has enormous cognitive potential as an independent object of scientific research. When combined with other sources of information, such as oral and written testimonies, its value becomes even more significant. In addition to everyday photographs, documentary photogra-

Table 1

Comparison of heritage conservation methods (traditional and digital approaches)

Traditional methods	Digital methods
Physical preservation (restoration, conservation)	Digital archives and databases
– preserving the authenticity objects; of cultural	– creation of digital copies (photos, videos, scans);
– cost and special conditions;	– easy access to materials without physical contact;
– The need for specialists to support the facilities	– easy recovery and replication
Ethnographic research	3D modelling and virtual tours
– collecting oral history and folklore;	– development of accurate 3D models of cultural heritage sites;
– preservation of living traditions;	– the possibility of virtual tours and access to attractions;
– limited number of cultural carriers	– global access
Learning and passing on through the generations	Use of online platforms and social media
– study of cultural heritage and its transmission through generations;	– promoting culture through online platforms;
– The difficulty of maintaining traditions;	– rapid distribution and accessibility;
– duration of the transfer process	– possibility of modernisation

Source: author's own development

phy plays an important role in reproducing historical moments, successes and failures, joys and tragedies, natural and man-made disasters (Hryhorchak, 2020). Photography is a valuable source of information about the past, but it is important to approach its analysis reasonably and trust trusted authors.

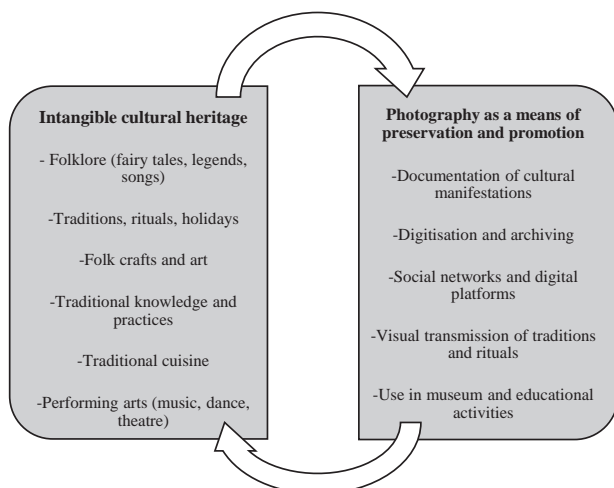


Fig. 1. The structure of intangible cultural heritage and its connection with photography

Source: author's own development

Photography serves the function of preserving intangible cultural heritage and ensures its dynamic dissemination in the digital space, which is especially important in the modern information age. Thanks to social networks such as Facebook and Instagram, images of folk traditions, rituals, musical performances and handicrafts are becoming available to the general public, helping to promote them and engage the younger generation in cultural heritage. One of the most popular platforms photo and video for sharing cultural material quickly is Instagram. High-quality photos and videos can convey the emotions and atmosphere of traditional Ukrainian holidays, folk rituals and crafts. For example, celebrations of Ivan Kupala, Christmas, Easter, weddings and christenings, accompanied by traditional costumes, songs, dances, food and decorations, can be vividly presented through posts and stories, using hashtags (e.g. #ukrainiantraditions, #ukrainianfolk, #traditionsofukraine), users can create communities and join existing groups dedicated to Ukrainian culture. Figure 2 shows examples of the promotion of Ukrainian cultural heritage on Instagram, which are accessible to a wide audience, present cultural events in an attractive way that arouses interest among users and stimulates further research in this area.

Regular updates, thematic diversity of publications, and photo and video materials make it possible to record and disseminate traditional art events, activities



Fig. 2. An example of successful digital promotion of cultural heritage through photography

Source: Instagram (2025)

of creative teams, folk crafts and folklore customs of different regions of Ukraine. Social media and digital communities allow for the exchange of opinions, the creation of virtual associations, and the dissemination of information content, making cultural heritage accessible to a large audience (Sadovenko, 2024).

In digitalising intangible cultural heritage, it is important to actively introduce modern protection technologies, such as virtual reality, 3D modelling, panoramic photography and motion capture. The combination of scanning, photography, 3D printing, and cloud services has led to the evolution of conventional technologies and the emergence of a new concept – cultural heritage informatics. This process requires the involvement of specialists in digital technologies, strengthening cooperation with universities, research institutes, scientific and technical enterprises, and other stakeholders. An important aspect is the digital recording and preservation of authentic environmental resources of intangible cultural heritage (Liu, 2022).

The Ministry of Culture and Strategic Communications of Ukraine is implementing measures to digitise intangible cultural heritage by creating and publishing relevant registers on the website. The ICCC also supports the project Authentic Ukraine, which comprehensively covers Ukrainian culture in its diversity. It demonstrates the potential of digital technologies to preserve cultural heritage. Thanks to the support of Google Ukraine, the ICCC is developing a virtual cultural space with the largest digital collec-

tion of works by Ukrainian modernists. The project emphasises the importance of intangible cultural heritage, including performing arts and traditional rituals (Kazakov, 2024).

An example of an initiative to protect intangible cultural heritage is the photo contest “loves folklore” Wikipedia by Wikipedia, launched on 1 February and running until 31 March 2025. It aims to document and promote folk traditions, rituals, dances, music and other intangible cultural heritage elements through photographs and videos. Participants upload their work to the wikimedia repository, which helps to fill Wikipedia with high-quality images to illustrate relevant articles (Wikipedia has launched a photo contest of Ukraine’s intangible cultural heritage “Wikipedia loves folklore!”, 2025). Thus, photography is a key tool for preserving and promoting cultural heritage, making it accessible to a wide audience and future generations.

A relatively new area of preserving and promoting Ukraine’s intangible cultural heritage is phototourism, which is gradually gaining popularity due to its unique combination of cultural traditions, historical monuments and picturesque natural landscapes. Ukraine has significant potential for its development, as its diverse architecture, cultural traditions and picturesque landscapes are of great interest to photo travellers. The global market phototourism is worth estimated several billion dollars, with its main centres in the United States, Europe, and Asia (Pankiv & Skrypnyk, 2023, p. 169). Phototourism in Ukraine is becoming known due to the efforts of professional photographers and companies such as Phototours, Phototravel, Accord tour, and Kyiv School of Photography. Photo tours cover various aspects of Ukrainian culture, including traditional rituals and folklore, culinary traditions and national cuisine, and historical monuments. Social media has a significant impact on the development of phototourism, providing photographers with a platform to share their photos with a wide audience. This not only opens up new prospects for their professional growth, but also contributes to the preservation and promotion of Ukraine’s intangi-

ble cultural heritage, making it more accessible and recognisable in the world.

Preserving cultural heritage requires active support from the state and international organisations. Developing an effective public policy and funding relevant projects will help preserve cultural values and stimulate tourism development (Khokhlov, 2024). In addition, educational programmes that raise awareness among young people play an important role in preserving cultural traditions.

Conclusions. Thus, it can be argued that modern digitisation technologies make it possible to preserve and restore the cultural heritage of Ukraine, as well as to promote the development of new cultural products and services. of great importance for photography. Through photography, unique moments of living heritage can be documented and passed on to future generations, and intangible cultural heritage can be preserved, such as by recording traditions, rituals, art, and other manifestations of the cultural identity of people shared with a wide audience. Moreover, the use of social media, such as Instagram, Facebook and Pinterest, greatly expands the opportunities for promoting intangible heritage, attracting a global audience and bringing together people from different parts of the world.

New approaches to the digital preservation of intangible cultural heritage include the use of augmented (AR) and virtual technologies (VR) reality to display cultural practices in digital format and the creation of interactive platforms where users can explore and interact with materials that preserve intangible aspects of cultural heritage. For museums, it is recommended to use photography as part of interactive exhibitions that combine with audiovisual materials, allowing visitors to immerse themselves in the atmosphere of cultural traditions through multimedia presentations.

Further research in this area could be aimed at improving methods of digital preservation and transmission of intangible cultural heritage through new technologies, in particular, at improving the archiving of audio and video materials to ensure their accessibility in the future.

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