Abstract: This article interprets the formation of personal value orientations in the context of the artistic perception of the world. Personality is formed in the process of socialization and self-realization. Every person in the world is an individual, and individuality is formed in the process of acquiring value orientations, as well as in the conditions of cultural and educational development. Thus, an individual perceives the world and the environment in their own way. His or her idea is a consequence of the value perception of the world, which arose as a result of certain life experience and educational activity. Human has a value attitude to oneself, to people, to art, to work, to society and state, and such an attitude is formed individually for everyone, but on equal conditions. After all, each individual has their own characteristics, own worldview, dreams, and ideas. The perception of art is phenomenological in the formation of value orientations of human. After all, works of art are already a consequence of a certain value representation of a creator, which is interpreted through the work of art. In the course of our research the integration method of synthesis and the analysis of figurative structure, and the characteristic of works of art are used. The methods of synthesis, analysis and interpretation contribute to the scientific perception of works of art that influence the formation of human values to culture. The results of our study reveal that in general, value attitude are formed throughout a person's life.

Keywords: The value orientations; forms of art; a personal development; an individual approach; an artistic context; musical art.

Introduction

A person develops throughout life. The key feature of the person's life competence is own individuality and personal perception of the world. A human's personality is formed in the presence of natural own features that distinguish one from others, due to social influence and awareness of features. Individuality is a person who can use own special traits and talents for self-realization. But the main factor in the creation of personality and individuality are the value life orientations that form a special person in society. Therefore, the study is relevant, because it aims to study the peculiarities of the influence on the formation of personality means of musical art.

The relevance of the article lies in the definition of the formation of the value attitude of the person to the culture by means of vocal art. After all, a person throughout life develops his talents, strives for self-development, for knowledge to self-realization. Accordingly, a person can open up in the performance of a piece of music, forms the culture of the personality.

Today there is a need for the development of spirituality in society, in particular, the new generation needs a spiritually developed and culturally self-sufficient environment, which is formed in the conditions of the current trends both in our state and outside it. After all, these trends neglect universal human orientations, aesthetic tastes, etc., as mass preferences in the information world are more common, which negatively affects the development of personality.

It is important for a person to have aesthetic tastes in the perception of things around, because it affects communication, relationships, because beauty and harmony are the basis for communication between people. Consequently, the formation of the value attitude of the person to culture by means of vocal art is important in the conditions of the new information society.

From this perspective, the formation of aesthetic feelings, artistic tastes, abilities and preferences in art and aesthetic training and education becomes one of the leading tasks of present education.

With a view to study in detail the importance of human values to culture, we have investigated the most significant results of research by scientists in recent years on this topic. A great contribution to solving the question of forming a value attitude to culture was made by psychologists L.S. Vygotsky (1991), V.V. Davydov (1992). Psychologists have proven that different music affects on a person's condition in different ways. A
significant contribution to the study of aesthetic education was made by A.N. Leontiev (1984) and others. The formation of values by means of vocal art should be studied based on the conclusions of scientists as H. Karas (2012), Ye. Smolenskiy (1903), C. Carlini (1993). Therefore, we studied the issue in detail and made our conclusions based on theoretical and methodological analysis, and questionnaires.

The aim of the article is to investigate the effectiveness by means of vocal art in the formation of values attitude to culture.

The implementation of the goal takes place according to the corresponding objectives:
• To substantiate theoretical approaches to value attitude formation by means of vocal art
• To define the specificity of vocal art in the context of postmodernism as a factor of value attitude towards culture.
• To explore vocal art as a way of value attitude formation.

Theoretical bases to form the value attitude by means of vocal art

Every human is formed in the process of socialization, and the most significant stage of personal creation occurs in the educational process. Our scientific work is devoted to the coverage of pedagogical ideas of the past and traditions of vocal art in the present, which allows critically assess the current state of vocal education and identify key factors in forming value attitude to culture, Vygotsky (1991). (Nerubasska, Palshkov, & Maksymchuk, 2020; Nerubasska & Maksymchuk, 2020). In our opinion, the use and rethinking of the pedagogical experience of the past from the standpoint of new educational requirements in combination with present-day theoretical and methodological achievements in the field of vocal arts will allow us to find progressive ways of formation of personality with established value orientations (Nerubasska, Palshkov, & Maksymchuk, 2020; Nerubasska & Maksymchuk, 2020).

The various processes of development of vocal skills, the benefits of different methods of using vocal means to increase the value attitude to culture are revealed and analyzed in our study.

The formation of personality is a long-term process, which begins in early childhood, continues during school education, and is finally formed in coming-of-age and adulthood, Davydov (1992). However, the most active period for the development and formation of individuality is the period of education. At this time a person determines the basic life guidelines, acquires life competencies and determines what is most valuable to oneself, Leontiev
An important content of personal development is culture. After all, culture is the achievement of material and spiritual human activity, which is valuable for a person individually, for society as a whole, Dutchak (2013). Therefore, culture is already the result of a valued attitude towards art. The presence of cultural monuments in all nations, indicates its importance to each person.

Musical art is a separate form of cultural development of an individual, which forms the aesthetic perception and sense of beauty as one of the manifestations of pleasure for a human, Karas (2012). Music is created on the basis of sound perception and its reproduction with the use of singing or instrument, Lysenko (1997, p. 118-119). A special place in music art belongs to vocal. After all, vocal is the main element in the reproduction of sound perception of the world around us, and its interpretation in musical performance. Vocal art forms an aesthetic catharsis in human, so throughout the development of history, vocal art accompanied people's lives, and improved itself, Smolenskiy (1903). Singing is the basis of vocal art, which reproduces texts and, therefore, can express human feelings and emotions. Voice is a kind of musical instrument that forms the basis of vocal art, Celletti (1989). Special features of voice are spontaneity and melody.

The analysis of professional literature indicates that most present scientific works are devoted to the study of the formation of the vocal apparatus (Varvartsev, 1988; Weinstock, 2003). Much less attention is paid to the study of gradualism, and academicism in the mentoring of a singer, Carlini (1993).

Obviously, it is necessary to consider the issue in terms of historical events and closely related world-famous singers and musicians who had a direct impact on the development and formation of Ukrainian vocal school, Glinka (1975). At the same time, the issue of forming Ukrainian vocal art, studying the art of singing on a national basis, is considered insufficient.

Vocal art creates a musical image of the human world with an aesthetic reflection, forms an emotional color for the life events of each person, Davydov (1992). Ultimately, vocal art influences onto a person's inner world, worldview and values.

Culture is the heritage of each individual, as well as the nation as a whole. Culture is a criterion of spiritual and material development of a person. During the development of history and civilizational progress, cultural values have changed depending on human needs and achievements in a particular field, Della Corte (1951). Culture is the result of human activity, which begins with a certain awareness of oneself in society, the
development of own intellect, the formation of new knowledge, the formation of ideas for progress based on previous, projecting of achievements and creating inventions with further use in life of new "products" of its evolution, Marchesi (1996). Using certain achievements of humanity a person improves also own knowledge and skills, creates a spiritual product that is a manifestation of ones spiritual values, social norms of behavior, laws and etiquette, socio-economic life, and forms a cultural heritage that will be a valuable asset of the people in future.

Accordingly, the result of human activity in the holistic reflection of creativity in the context of interacting processes that occur during historical development is a cultural heritage that constitutes the material and spiritual historical heritage of the nation, and then becomes a personal "wealth" and forms the value attitude of each individual, Nicolao (1990). Cultural development is a certain process of "processing" a person's historical experience and formulating socially progressive development and improving a person's actions, reflecting natural perception and interpretation of life experience. Human is the key "chain" from the natural to the social meaning of life.

Peculiarities of vocal art in the context of postmodernism as a factor of cultural value

The present world faces the challenges of innovation and information advances that determine the characteristics of cultural development. Thus, the values established during the historical development have lost their meaning in the context of the rapid development of new technologies and the progression of social development. Humanity is facing the challenges of the latest times, post-industrial and informational, Dutchak (2014). The worldview of man is formed under the influence of new ideas that are losing signs of norms and rules. Truth is not the basis of cultural development, and the thinking and embodiment of new ideas to achieve catharsis is a manifestation of artistic meaning. This tendency forms the postmodern view of the world in the context of cultural reflection.

Postmodernism defines art in the context of reflecting creativity as the realization of artistic practice represented by vocal art. In postmodernism, the artist is not only the author of the work, but also the researcher and commentator, Beck (1993). Creators of vocal art seek to express their idea of the world through the vocal presentation of a work, where sound and voice reflect the artist's individual style and current worldview interpretations.
Postmodernism reflects the main idea of humanity, progress, the emancipation of the individual, the expansion of opportunities for mental thinking, increased freedom and individual perception of the world. Postmodernism moves away from the idea of correctness, and promotes the creative search for the new, which will be useful for further progress (Best, S., & Kellner, D. (1991).

However, postmodernism is a cultural epoch of the twentieth century, so it is difficult to identify the characteristic features fully, because contemporaries cannot see complete systems of ideas.

Vocal art reflects the main tendencies of postmodernism, in particular the desire to define the space of consciousness as a reflection of traditionalism, defined by object meanings, Celletti (1989). An important phenomenon of postmodern representation is the expression of crisis phenomena in the context of all spheres of spiritual and practical activity.

Vocal art in postmodernism is the result of comprehension of ideological radicalization, expressing the challenges in the context of the modern view of the world. The main factors in the formation of postmodern culture are the intensive development of post-industrial information society. Information is the main factor in the formation of intercultural interactions, determining the pluralism of values, perceived not as saving, learning the truth of world progress, but as an opportunity for self-expression of the individual in society, Della Corte (1951).

In the postmodern era, vocal art is a characteristic of mass product consumption rather than a manifestation of special tastes. Vocal art is the basis for determining which social group or subculture an individual belongs to. That is, postmodern vocal performance changes its function and accordingly expresses the philosophy of the cultural era, Donati-Petteni (1989).

Postmodernism represents a pluralistic perception of the world and a diversity of styles. In the vocal art of postmodernism, the content reflects not reality, but the creation of a new reality, where the old essence generates a new one, Emiliani (2007). The special features of postmodernism are technicality, that is, technical trends are dominated by artistic characteristics of cultural development. Vocal art is dominated by rationalism, and sociocultural aspects of everyday life are integrated. The main feature of postmodernism is search and uncertainty.

Consequently, vocal art is one of the most important features of cultural development. A special interpretation of vocal art in the context of postmodernism. Postmodernism as a cultural style reflects the main worldview trends of the present. The main feature of the postmodern
worldview is the search for new ways of solving and meeting the needs of humanity in the current information and post-industrial world. The peculiarity of postmodern catharsis is creative activity and creativity, which are factors of progress.

**Identification of features of the formation of the value attitude of the individual to the culture by means of vocal art**

We have studied and analyzed the key approaches to the influence of musical art, and in particular, vocal on the formation of a human cultural development. We have identified the main factors of human perception of cultural heritage of the peoples of the world, as well as its interpretation and formation of its internal perception of material and spiritual foundations, Chen Mingkong (2006). In order to further study the formation of value attitude to culture, we explored the perception of vocal art.

Therefore, the value attitude of person is formed mainly during the period of education and training at school. Thus, musical art is must-study subject, Radiciotti (1993). Art is a unique testimony of the cultural development of mankind. Culture is preserved in people in the form of language, traditions, way of life, music. Art is a special kind of interpretation of people's thoughts, feelings, emotions with the help of color, technique, sound, cadre, performance on the stage. Accordingly, art is the most effective way of interaction between a child and ones creative narrative.

Throughout history, a human has been the main character of cultural development. Therefore, it is important for society to form certain ideas about future perspective, and to maintain progress in human activities. The main goal of social development is the formation of people's value attitudes to cultural heritage and world experience, Varvartsev (1988). After all, otherwise, humanity will lose the ability to evolve, which could lead to death.

Every state regulates the educational process, because it is a prospect for the survival of the people. In particular, art is a major factor in shaping a child's values. It is important to parent a child so that one had guidelines in the aesthetic development of society, to form aesthetic tastes and love of beauty, Weinstock (1988). The most favorable period for the formation of values is childhood, it is at this time that a human is formed as a person.

Educational subjects of the art cycle intensively shape the child's worldview, because they have the ability to influence emotionally, easily perceived by children, thanks to the spiritual component. Such subjects are basic for educating pupils in spiritual values, cultural development and awareness of the inseparability of their personality from the cultural process,
Burbules (2009). Pupils of the art cycle of subjects are aware of the need for culture development, because art affects the conscious and subconscious perception of life values, the sphere of spirituality and intelligence on the emotional and physiological state of health. Musical art expresses the spiritual world of human, so it become as internal interest. At the same time, musical art was formed during many centuries of the cultural process, because it contains the experience of many people, Glinka (1975). That is why musical art is the main element of the formation of culture, as well as the application of the achievements of cultural development.

The origin of a person's values by means of vocal art is the most effective, because this process takes place with the use of effective educational technologies, and most importantly - individual approaches concerning understanding vocal art, Hytten (1994). Pupils show their individual perception of vocal art, thus creatively interpreting the art of music. Thanks to innovative educational technologies, a competency personality is formed, which is able to create a work of art, with the help of the ability to analyze information and use it in their achievements, Davydov (1997). Such a person creatively resolves problems, and is able to critically evaluate the achievements of culture for individual growth. Thus, the formation of values in culture occurs in the process of educational activities and personal perception of cultural heritage.

Vocal art is an interpretation of knowledge of musical art and individual talent. When a person sings, he/she first of all reproduces words through vocals, but then one also uses the knowledge of vocal art technologies and this contributes to the improvement of own creative activity, Pinedo (1996). Thus, an individual begins to realize the importance of knowledge and competencies, as well as previous experience that forms the cultural heritage.

The value attitude to culture is a manifestation of individual interpretation, which has the following dimension: personal awareness of a pupil about the value of musical culture; practical interpretation of the value of musical art and creative expression, motivation for self-expression, and creative self-realization.

In the process of learning of individual values of culture are formed, and therefore an important stage of this process is the use of innovative technologies of teaching and education. The most common is ICT technology, which is an effective means of demonstrating musical works, in particular, the use of audio and video sound compositions, Hassan (1987). Karaoke for vocal performance of a song is quite popular among children. Thus, the child's musical reasoning is formed, and hence the value attitude
to culture. This approach is called the method of reasoning. A child learns musical works, and then considers the principles of creating such music and based on this creates own musical product.

A valuable method for forming a value attitude to culture is also modeling. Certainly, according to this technique, a child learns all the stages of making music in person. Firstly, there is the idea of sounding a song, then there is a compositional arrangement and, finally, a pupil reproduces the song that is actually a vocal interpretation, Dutchak (2013). Such activities are extremely effective, because a child in person goes through all the stages of making music, which forms confidence in his/her talent, certain competencies and a corresponding value attitude to spiritual culture.

It is important for the formation of values in culture the method of creating an artistic context. During the vocal performance of musical works, a pupil realizes the historical conditions of the musical "product" origin. Consciousness and imagination transform it into the image of the characters of the era, their life events (Gouzouasis, P., & Bakan, D., 2011). A pupil rethinks the content, the theme of the musical work in a different way under the influence of the idea of the historical context of music, Haack (2005). It also forms an idea of the general style of the era in which the corresponding musical work was created, the history of people in the period of creation of the work, the values of the corresponding historical period, as well as the individual style of a composer.

Vocal art creates an emotional rethinking of a musical work. After all, each performer feels a song spiritually, analyzes all aspects of it, personally interprets and realizes special technical and performance aspects, Eisner (2008). Through the vocal performance of a musical work, its intonation color, a value attitude is formed not only in a child to culture, but also in a listener. The vocal performance of a work is special, because its sounding takes place here and now, that is, whatever the intention of an author of the musical work, the vocal sound creates it again, Karas (2012). Thus, vocal art is special because it gives for a work a new perception, style, sound. A creation of music is the result of processing by its performer.

During the historical development vocal art developed the aesthetic tastes of people, vocal performance gives to songs a special sound, thanks to the voices: tenor, bass, soprano and others (Kritsonis, & Jacobs, 2006). The intonation and tempo of a music composition also has a personal perception and reproduction. Each person has own special timbre, melody of voice, which affects onto the sound of a song. Each performer leaves "his/her mark" in the corresponding vocal sound of a musical work, and, therefore
forms his own value concept of cultural development, and at the same time becomes a participant in the cultural process.

Conclusions

We have propose that vocal art has the greatest influence on the formation of the person's value attitude to culture. We have analyzed the scientific literature on this issue, which became the basis for our awareness of the basic principles and approaches to the period when value orientations are formed in an individual. Education at school is the most effective for the formation of personality and the acquisition of competencies and, accordingly, value orientations.

During our research, we determined that the objects of musical art are important in the creation of personality, because they affect the spiritual development of human and realize the aesthetic needs of an individual. We analyzed some approaches to the formation of values to culture in the process of teaching and education, in particular in the study of school subjects of art cycle. In the course of the study, we realized that vocal art has a certain feature, because in vocal performance, each person personally has the opportunity to be a creator who promotes self-realization and manifestation of individual talents.

It was determined that the value of culture is formed in the context of artistic influence on the personal perception of the world. And also as a result of questioning the influence of a particular type of art on the development of personality, it was determined that the greatest value is the vocal art.

As a result of the study it was found that the formation of new values in society is possible with the development of the cultural level of the individual, capable of self-realization and self-development in the newest society.

It is determined that the musical art is one of the most favorable conditions for the spiritual enrichment of the individual, the musical art contributes to the establishment of relationships in society, as a factor in the development of universal moral values.

It has also been researched that vocal art contributes to personal self-expression, that is, a person can acquire aesthetic tastes through personal abilities and talents in the musical arts.

The study summarizes that the formation of value orientations in the cultural development of society depends on the musical art and vocal performance in particular.
Consequently, we can say that vocal art has the greatest impact on the formation of the person's value attitude to culture.

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The Author 4 analyzed and put in order the list of literature of domestic scientists.

The Author 5 and 6 analyzed and systematized the list of literature of foreign scientists.

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