

# Cultural and Aesthetic Needs as Components of the Communicative Activity

## Necesidades culturales y estéticas como componentes de la actividad comunicativa

**Alsu Saetzyanovna Khakimzyanova** 

Senior Teacher, Department of Foreign Languages, Institute of International Relations, Kazan Federal University

ORCID: <https://orcid.org/0000-0003-0487-3901>

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### \* Correspondence

Email: [alsoukh@mail.ru](mailto:alsoukh@mail.ru)

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## Summary

The article considers the types of needs of the individual in the field of culture and art as a communicative component of modern society, namely, the cultural and aesthetic needs, which are based on the dissemination of social information. Social information in society is the most important condition for maintaining the activities of individual and collective entities at the level of modern requirements, goals and objectives of the individual. In the modern world, the interaction of cultures is the basis of social development and is of paramount importance, occupying a leading place in the value orientations of people. The information space creates a favorable field for the formation of personality, but also becomes an area of actual reality in which targeted influence and management of human interests, needs, beliefs and views are conducted. The basic needs of people in the field of culture and art can be considered as a way classification of their communicative activity. Developed cultural and aesthetic information needs absorb many of the highest human needs: in building a universal picture of the world and knowing those sides and phenomena that most interest a person in self-knowledge, self-education; in discussing the crucial issues of human being; in communication and self-expression in the development of their human forces and abilities.

**Keywords:** communications, needs, cultural need, aesthetic need, information need, society, person.

## Resumen

El artículo considera los tipos de necesidades del individuo en el campo de la cultura y el arte como componente comunicativo de la sociedad moderna, es decir, las necesidades culturales y estéticas, que se basan en la difusión de información social. La información social en la sociedad es la condición más importante para mantener las actividades de las entidades individuales y colectivas al nivel de los requisitos, metas y objetivos modernos del individuo. En el mundo moderno, la interacción de culturas es la base del desarrollo social y es de suma importancia, ya que ocupa un lugar destacado en las orientaciones de valores de las personas. El espacio de información crea un campo propicio para la formación de la personalidad, pero también se convierte en un área de la realidad actual en la que se lleva a cabo la influencia y la gestión específicas de los intereses, necesidades, creencias y opiniones humanas. Las necesidades básicas de las personas en el campo de la cultura y el arte pueden considerarse como una forma de clasificación de su actividad comunicativa. Las necesidades de información cultural y estética desarrolladas absorben muchas de las necesidades humanas más altas: en la construcción de una imagen universal del mundo y en el conocimiento de los aspectos y fenómenos que más interesan a una persona en el autoconocimiento, la autoeducación; al discutir los temas cruciales del ser humano; en comunicación y autoexpresión en el desarrollo de sus fuerzas y habilidades humanas.

**Palabras clave:** comunicaciones, necesidades, necesidad cultural, necesidad estética, necesidad de información, sociedad, persona.

## Introduction

‘The problem of a philosophical study of the globalizing information society and its cultural communications is due to the fact that the extremely dynamic and massive use of new information technologies in modern society can dramatically affect the formation of social experience and change the underlying mechanisms that form a person’s self-consciousness and his culture. In the modern world, the interaction of cultures represents the basis of social development and is of paramount importance, occupying a leading place in the value orientations of people’ (Savina, 2014). ‘At present, the information society is understood as: a new type of society, which is being formed as a result of a new global social revolution generated by the explosive development and convergence of information and communication technologies; a knowledge society in which the

main condition for the well-being of each person and each state is knowledge gained through unhindered access to information and the ability to work with it; a global information society in which the exchange of information will have no time, no spatial, no time boundaries; which, on the one hand, promotes the interpenetration of cultures, and on the other hand, opens up new opportunities for each community for self-identification' (Savina, 2008). And in such a society, the needs of people are almost limitless, and as it progressively develops, the circle of their possible satisfaction expands. People are faced with an increasing number of objects that motivate their interest. The information space creates a favorable field for the formation of personality, but also becomes an area of actual reality in which targeted influence and management of human interests, needs, beliefs and views are conducted (Sabirova & Khanipova, 2019).

## Methods

The research is multidisciplinary, the issues discussed and the discourses analysed embrace different fields, such as communications, aesthetics, and cultural studies. This piece of work is above all theoretical in nature and as such considers a range of theories in different fields to form a clearer argument.

The analysis of the scientific literature showed that the types of needs of the individual in the field of culture and art as a communicative component of modern society are very diverse, and this is the basis for their further study (Dragga, 2006; Harper, 2006; Johannesen, 1996; Samovar et al., 2006; Sternin, 1989; Tabbs & Moss, 2008; Wood, 2011; Kondrateva et al., 2018).

## Results and Discussion

Thus, needs are a psychological or physiological deficit of something displayed in a person's perception. Famous Russian psychologist A.G. Kovalev wrote: 'Needs are fundamental personality traits, which tend to determine the orientation of the personality, its relationship to reality and its own responsibilities, and ultimately determine its way of life' (Kovalev, 1970).

Needs are a kind of indicator of the cultural level of the individual. According to the needs of society, they judge the culture, civilization, progress of this society. It is known that a two-term classification of needs is simpler and more common. 'Need can be called everything that the subject needs to balance his own internal organization with the external environment. From here, one can clearly see the internal ones that can be realized by the internal self-restructuring of the subject in order to adapt to the external environment; and external, which reflect the active offensive impact of the subject on the environment' (Zinovieva, 1996). According to this classification, human needs are allocated to material (urgent) and spiritual needs. L.I. Ivanko and L.N. Kogan (Ivanko & Kogan, 1976) determine the difference between material and spiritual needs in the following: 1. Material needs arise independently of consciousness; material needs are largely associated with necessity, differing in this case with a rigidly set rhythm of their satisfaction; in material needs, the connection between the object and the subject is characterized mainly by the ratio of utility; material needs have certain boundaries of satisfaction, saturation; the satisfaction of most material needs occurs mainly during working and non-working hours. 2. Spiritual needs arise with the participation of subjective factors; relative needs are inherent in spiritual needs, and the degree of freedom in choosing means, forms and methods of satisfaction is initially greater than material needs; in spiritual needs, the connection between the subject and the object is characterized predominantly disinterestedly; the process of satisfying spiritual needs is unlimited; the satisfaction of most spiritual needs is mainly connected with the sphere of free time.

A person, as an integral part of society, has his own needs, both spiritual and material, which in turn reflect the level of culture of a given individual. According to some scholars, cultural activity and the need for it (cultural needs) are in complex dialectic dependence. The following types of relationships between cultural activities and cultural needs are distinguished: cultural activities as a process of satisfying cultural needs; cultural need as an incentive for cultural need; cultural activity as a source of formation of subsequent cultural needs; cultural activities should be

considered as the main manifestation of cultural needs; cultural activity is a natural form of being of cultural need; cultural activities can serve as a criterion for assessing cultural needs.

As a basis for the essence of the theory of the formation of information needs in culture and art, and as a result, the satisfaction of cultural and aesthetic needs, we can take the system proposed by D.I. Blumenau. This system is a chain of elements considered on the basis of social and professional needs, where a scientist builds the following logical sequence: need (a condition characterized by appropriate conditions under which a ‘flow’ of a certain amount of information can be achieved) -> need (a state of need that personality is experiencing to achieve equilibrium) -> need for knowledge (on the basis of an unconditional orientational research reflex the need for knowledge is formed, without which it is impossible to ‘ripen the brain’, therefore, the transformation of the child into a personality (this essence is called by D. I. Blumenau a cognitive need or need for knowledge) -> need for information (it is also an information need) -> need for objectively necessary knowledge (or need for objectively necessary information) -> the need for potentially necessary knowledge (or the need for potentially necessary information) -> the public need for new, additional knowledge (or the public need for knowledge) -> the need for special (professional) knowledge (or social need) -> the person’s need for a selective attitude to the signals he perceives (or informational interest) -> the need for metacognition (or meta-informational need). ‘The value of the meta-informational level for the processes of perception and thinking is great, which determines the need of the individual not only for knowledge (see element two), but also for metacognitions’ (Blumenau, 1986).

## Summary

Professional and non-professional cultural and aesthetic information needs, in turn, can be classified according to various criteria, for example, there may be:

### 1. Professional cultural and aesthetic information needs

1.1. Stable for this professional group, defined in advance and relatively easily formalized. These are information needs for a specialty. A more or less narrow circle of topics of this kind is often supplemented by questions referred to related branches of knowledge.

1.2. Unstable for this professional group, occurring sporadically in most of its representatives, sometimes determined in advance and relatively easily formalized. 1.3. Occurring sporadically among many representatives of all professional groups in the process of scientific and other activities, not determined in advance, difficult to formalize or not formalized at all. These needs are unpredictable.

### 2. Unprofessional cultural and aesthetic information needs.

2.1. Characteristic to one degree or another for representatives of any professional groups; unstable, or stable, usually determined in advance, easily formalized. These are the needs arising from occupations in accordance with self-educational interests, where the foreground is independent search, inquiries, especially with regard to the needs of various kinds of hobbies.

2.2. In the model of the formation of cultural and aesthetic information needs, the dominant reason for the occurrence of which is activity, and where you can ‘trace the main stages of the formation of information needs, abstracting from the many existing connections and relationships that can take place in a real process’ (Kogotkov, 1986).

Need is always revealed in the interests of the individual. The levels of interests in the field of art can be broadly divided as follows: interest in art as a whole, directly arising from an aesthetic need; interest in certain works of art, in certain authors and performers of artistic works; interest in amateur participation in one form or another of artistic creation; interest in certain types and genres of art. In accordance with the distinguished types of interests, non-professional cultural and aesthetic needs of an individual in the field of art are classified: informational need for art in general; informational need for individual authors, performers of works of art; informational need

for initiative, self-education; informational need for certain types and genres of art; the existence of this informational need is determined by the unnamed interest in art publications.

Aesthetic need includes a self-educational need, which according to Yu.S. Zubov 'at the same time acts as an independent and as an accompanying one, absorbing utilitarian and general cultural needs, it seems they raise them to the need that the individual has developed more' (Zubov, 1977). The aesthetic need of society is characterized by a system of features, one of which is determined by the quality of the subject's relationship to culture and art. Aesthetic need is not limited only to the perception of art, but also encourages a person to discover beauty in life itself and create, create beauty. A developed aesthetic need becomes a habit, prompting a person to constantly communicate with art, to participate in the creation of artistic values.

Since the aesthetic need focuses in itself the need for the value properties of various types of activity, it leads to the universalization and harmonization of man as a person. The system of value properties, value orientations does not occur suddenly in a person, but is formed over a long period of time and changes gradually. It is formed in certain conditions, but in accordance with the psychological characteristics of the individual.

One of the many spiritual needs is the need for culture and art, it can also be called the need for information that this sphere gives us. The study of cultural and aesthetic information needs presents a certain complexity due to the characteristics of aesthetic perception.

Cultural and aesthetic need is a component of the informational need, that is, this 'intimate personal' need, acting with internal strength, stimulates the types of human activity, and perception is a psychophysiological process that involves an active, meaningful reflection in the human mind of objects and phenomena of the world. All of the above allows us to conclude that it is the psychophysiological characteristics of the individual, as an individual, that are the source of the formation of the unprofessional needs of the individual in the field of culture and arts. It is the human brain that gives those impulses that it subsequently realizes through informational activity, namely the brain that gives the individual a 'push', called the unprofessional informational need of the individual. Scientists determine 'the content of the informational needs and informational activities of consumers of information, the remaining moments of the consumer process are internal (mental) and can only be indirectly studied' (Kogotkov, 1986). 'Art is a powerful means of socializing an individual, introducing him to universal human experience through 'empathy', through a personal attitude to specific manifestations of human activity, embodied in a work of art' (Ryabov, 1977). Therefore, arising in the human mind and having the psychological nature of unprofessional information needs, it explains the selective approach to the consumption of information by an individual from the whole huge array of information resources offered to him in the field of culture and art. If we take as a basis the mechanism for the formation of information needs developed by S.D. Kogotkov, and taking into account the specifics of unprofessional information needs in the field of art culture, you can come to the following results that the emergence of unprofessional information needs in the field of art occurs under the influence of psychophysiological characteristics of the personality, in the process of thinking. The control mechanism, its motive, regulatory, orienting and controlling part is the psyche and consciousness of the individual. As a result, an informational interest arises, which, together with an informational need, finds an object (work of art) of information. In the process of satisfaction, such an active element appears as the perception of works of art, the consumption of information.

Taking into account that the satisfaction of unprofessional information needs in the field of art is an exclusively internal process of the holistic reflection of objects, situations and events arising from the direct influence of physical stimuli, a living creative act of cognition, with the only difference being that: information needs for information on a specialty are considered information needs for information on art, information needs for art; instead of scientific and production activities, the psychophysiological characteristics of the personality dominate; the subject of information is more specific. 'Consequently, the spiral development of unprofessional information needs in the field of art will have the following form: psychophysiological features - unprofessional information need in the field of art - information activity - perception of art

documents - psychophysiological features. Thus, we can talk about the fact that in the formation of unprofessional informational needs of the individual in the field of art, the decisive dominant is the perception of works of art, and the psychophysiological characteristics of the individual have a decisive influence on their occurrence, and factors such as activity, the concrete historical situation are secondary' (Savina, 2008).

## Conclusions

The hypothesis was confirmed that the basic needs of people in the field of culture and art can be considered as a specific classification of their communicative activity. The realities of today's world (globalization, building an information society, knowledge society, accelerating scientific and technological progress, developing new technologies in production, etc.) have made the population of most developed countries need to constantly improve their professional qualifications. In modern society, the advantage is given to a specialist who can independently, competently, at a high professional level make decisions, think strategically, flexibly adapt to rapid, and sometimes sharp changes in economic, social, political, and cultural life

The needs and demands of the population, which are formed when the person is included in certain regulatory systems, the forms of life of the cultural and leisure type institutions, contribute to the development of the corresponding goals and objectives of the cultural and leisure type institutions, the solution of which requires the introduction of innovative management technologies. 'The management of cultural and leisure-type institutions operates on the basis of the objective and spiritual needs of the population, which contradict the capabilities of cultural-leisure institutions of cultural policy, taking into account the historical traditions of leisure and culture. The optimization of the implementation of innovative management technologies in the activities of cultural and leisure institutions is characterized by the specifics of the sociocultural environment, the nature of the pedagogical integration of institutions of the socio-cultural and cultural-leisure type in society and the synthesis of their activities in the course of the implementation of specific cultural and leisure programs. Optimization of the implementation of innovative management technologies includes the development of socio-cultural programs, the integration of social, cultural, creative activities and represents a holistic process of interaction of socialized and individualized components with projected parameters depending on goals, objectives, age characteristics of the audience and the content side of advertising and public relations' (Sabirova & Khanipova, 2019).

The needs of the individual in the field of culture and art are determined by the communicative component, as well as the specifics of the management of cultural and leisure institutions, and are in principle interaction between producers and consumers of social and cultural and leisure services.

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