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## FINANCIAL MECHANISMS OF FUNCTIONING OF CULTURE SPHERE

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**Abstract.** *The article examines directions for improving financing of the cultural sphere of Ukraine, as a consolidating basis for the development of the state and resistance to external geopolitical challenges, and analyzes the foreign experience of financing the cultural sphere. It was concluded that the correct financial strategy is needed to effectively improve the financing of the development of the cultural sphere of Ukraine.*

**Key words:** *mass culture, financial strategy, financial resources, centers of creativity, financial mechanisms.*

The effectiveness of managing financial resources requires a scientifically based system of methods and techniques for their formation, distribution and use, which determines at the present stage the objective necessity of determining the purpose and results of the movement of financial resources, tools, factors, therefore, for the development of the sphere of culture in Ukraine, the experience of financing has been analyzed spheres of culture in the USA and European countries.

In particular, in the United States of America, the state finances only a part of cultural projects, and most of them are private companies, patronage, but the question of economic success, adaptability and social stability of the USA in the field of culture is before us.

Thus, the success of American mass

culture does not lie in some of its individual formal or aesthetic properties, but in its general development, which is consciously constructed as a product of American mass culture and identifies popular sovereignty as a socio-political engine and as an empowerment.

Analyzing the development of the cultural sphere in Europe, we pay attention to the main types, namely: direct financial support; special taxation regime; provision of consulting and information services to the private sector; education and professional training of personnel of the commercial sector of culture.

Therefore, in order to achieve success in the development of the sphere of culture in Ukraine, it is necessary to apply financial mechanisms and correctly form the process of creating a financial

strategy, which goes through specific investment and financial activity stages:

- forecasting and planning of cash flows by developing relevant internal documents;
- approval and implementation of investment and financial activity budgets;
- budget execution control;
- adjustment of plans and budgets in accordance with changes in external and internal conditions.

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