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THE MAIN FEATURES OF FINNISH NATIONAL CULTURAL POLICY

Summary. This paper is devoted to analysis of cultural policy in Finland. Held a brief overview of the Finnish national legislation in the sphere of culture and the basic directions of cultural policy.

Key words: cultural policy, Finland, the legislation in the sphere of culture.

Cultural Policy is the area of public policy-making that governs activities related to the arts and culture. Generally, this involves fostering processes, legal classifications and institutions which promote cultural diversity and accessibility, as well as enhancing and promulgating the artistic, ethnic, sociolinguistic, literary and other expressions of all people – especially those of indigenous or broadly-representative cultural heritage. Cultural Policy is a public policy toward art and culture. In international level UNESCO is in charge of cultural policy. In national level the following agencies are responsible for cultural policy in each countries [1, p.5-25].

This article is addressed the question of culture and cultural policy of Finland.

There is no official national definition of culture in the Finnish cultural policy. However, as regards official cultural statistics, culture is defined both in a wider and a narrower sense.

In the narrower sense, the term “culture” covers first the arts, which means creative and performing arts, the work of individual artists and related branches of the culture industries (fiction publishing, feature film production, classical music recordings, and record industry, broadcasting, video and multimedia production) with sufficiently high level of cultural contents. Secondly this narrower definition covers the main domains of cultural services (public libraries and cultural programmes of adult education institutions) and cultural heritage (historical monuments and buildings, cultural sites, historical and art museums) and international cultural co-operation.

The wider definition includes all culture industries irrespective of contents, professional education in the arts and culture and all museums, scientific libraries and archives [2].

Finland has always been actively involved in the theoretical work carried out by international

organisations aimed at establishing a common definition of culture, which is considered a precondition for pursuing statistical harmonisation and comparability among the countries involved (action was undertaken first by UNESCO, through its *Framework for Cultural Statistics*, and subsequently by the EU, through the *Eurostat Working Group on Cultural statistics*) The definition that is approved by 190 countries, which have supported the UNESCO Universal Declaration on Cultural Diversity, is: “In its widest sense, culture may now be said to be the whole complex of distinctive spiritual, material, intellectual and emotional features that characterize a society or social group. It includes not only the arts and letters, but also modes of life, the fundamental rights of the human being, value systems, traditions and beliefs” [3].

The present Eurostat definition of the cultural sector, agreed upon by the Finnish government as well as by the other EU governments, covers the following domains: *heritage; archives; libraries; visual arts and architecture; performing arts; books and the press; cinema and the audiovisual sector* [4].

Culture is not only one of the institutions of social consciousness; it is a whole system of values that form the national identity, the unity of the state and exert influence on all spheres of the state and civil society. In a secular democratic state, culture has as its main objective the preservation of spiritual and moral orientations of the people, and thus plays a role in the formation of a national ideology. A strong cultural identity is the very foundation of a society’s ability to prosper, grow and adapt to changing global circumstances. Our culture defines our identity, enriches our lives and provides economic opportunities. It is a valuable asset, worthy of public support and investment. Culture is a strong measure of our quality of life, our vitality and the health of our society. Participation in cultural activities improves the quality of individual and community life, promotes social inclusion, raises self-esteem and expands people’s horizons [5, p.87-93].

Legislation and general principles governing education, science, cultural, sport and youth policies are determined by Parliament and the Finnish Government.

Within the Finnish Government, the Ministry of Education and Culture is responsible for developing educational, science, cultural, sport and youth policies and international cooperation in these fields. The Ministry creates favourable conditions for education, know-how, lifelong learning, creativity, civic participation, and well-being. The strategic key areas are equal opportunity in education and equal access to culture; educational, cultural and economic competitiveness; the population's intellectual and physical well-being; and social inclusion and participation. The values underlying this vast sector are civilization, welfare, democracy and creativity. As part of the Government, the Ministry of Education is responsible for developing education, science, cultural, sport and youth policies, and international cooperation in these fields. The Ministry promotes education and culture, creates favourable conditions for the production and diffusion of knowledge, for lifelong learning and creativity, for active citizenship and citizens' well-being [6, p. 25].

Finnish politicians and civil servants still often repeat an old adage inherited from the period of Swedish rule: "*land skall med lag byggas*" (the nation shall be built by laws). This, of course, refers first and foremost to Constitutional order, but it is also the basic principle of policy implementation. Even the reforms that characterized the construction of the Finnish welfare state were legislatively enshrined, and the easiest way to identify the principal elements of Finnish cultural policy is to examine the corpus of laws and statutes pertaining to the cultural sector [7].

We'll analyze cultural policy documents and documents that influence cultural policy, including treaties, declarations, legislation, government programmes, strategies, norms, and administrative practices. Cultural and educational rights are guaranteed by the Constitution of Finland, whose article 17 promotes right to one's language and culture. The freedom of science, The arts and higher education is guaranteed [8]. Act on the National Board of Antiquities defines the task and organization of the main expert and policy implementing body of heritage policies. Act on Finnish National Gallery (Art Museum) Act provides an umbrella organization for free state-owned art museums: domestic, foreign and contemporary art museums. Act on the Library for the Visually Impaired provides national book services for the visually impaired. Museums Act – legislative basis defining professional museums eligible for central government subsidies according to the Financial law. Film Art Promotion Act – this act provides a legal basis for the functioning of the Finnish Film Institute. Protection of Building Act provides a legislative

resort for the protection of historically and architecturally significant buildings [9].

That was an overall view of legislation currently in force and addressing directly cultural policy issues. Cultural policy of Finland are based on these documents.

The main objectives of Finnish cultural policy are:

- safeguarding equal access to education and culture;
- promoting intellectual growth and learning;
- enhancing opportunities for sharing and participation;
- providing resources for improving the cultural and economic competitive capacity in Finnish society;
- opening up new channels in order to diversify the Finnish impact in the international community; and improving effectiveness in cultural sector [10].

The aim of cultural policy is to support the diversity of art and cultural heritage, cultural institutions and services catering for different population groups and regions, and to develop creativity and civic activity. Cultural exportation and entrepreneurship will be promoted in order to enhance the creative economy and its role in the national economy. The position of culture and art institutions and the activities of actors in the field of art will be secured. The role of libraries as providers of local services and gateways to culture, learning, and information services and management will be strengthened [11]. Finnish cultural policy focuses on supporting art; promoting creativity; securing the status of artists; strengthening the network of regional cultural services; advancing multiculturalism and international cooperation; constructing a cultural information society; and promoting relevant content creation. The cultural policy sector at the Ministry of Education includes the national cultural and art institutions; publicly funded and subsidized museums, theatres and orchestras; local cultural provision and libraries; and subsidized organizational and civic activities. Finnish art and cultural policy is characterized by a strong national cultural identity and a wealth of cultural institutions, which constitute a regionally comprehensive network. The cultural provision is abundant, and Finns are active users of these services [12, p.25].

The general cultural policy objectives of the states of Finland should be in accordance with the international priorities the cultural domain with a special emphasis on national cultural values and traditions.

Within the jurisdiction of the Ministry of Education and Culture, the management of international

cultural co-operation is assigned to a special unit, the Secretariat for International relations. Its main function is monitoring, planning and co-ordinating international bilateral and multilateral relations jointly with the Ministry of Foreign Affairs. The formally established bilateral relations (at present with 45 countries) are based on bilateral cultural agreements, cultural exchange programmes / memorandums of understanding and bilateral funds; the multilateral relations include ratification of all pertinent international conventions and agreements and Finnish membership in international organizations such as UNESCO, the Council of Europe, ITU and WIPO. Since the 1970s, Finland has been especially active in UNESCO's and the Council of Europe's main programmes and projects. Most recently, Finnish experts have had an important role e.g. in WIPO's efforts in the renovation of the international copyright agreements and in the effecting of UNESCO's new Convention on the Protection and Promotion of the Diversity of Cultural Expressions. Finland takes part in educational, research and cultural policy cooperation within the European Union. Directives to be implemented through national legislation in the Ministry's sector mainly concern copyright and the recognition of degrees and diplomas. EU Structural Funds co-finance regional projects relating to education, research and culture. The Ministry of Education participates in the work of the United Nations and the UN Educational, Scientific and Cultural Organization UNESCO, the World Intellectual Property Organization WIPO and the International Centre for the Study of the Preservation and Restoration of Cultural Property ICCROM. Another important organization for educational cooperation is the Organization of Economic Cooperation and Development OECD. Anti-doping activity in sports is carried out within the World Anti-Doping Agency WADA.

Nordic co-operation has a special position in Finnish international co-operation policies. Finland is represented in the cultural and educational committees, working groups and steering groups responsible to the Nordic Council of Ministers, and participates in the Nordic Cultural Fund, which is administered by the Secretariat of the Nordic Council of Ministers in Copenhagen. Finland has bilateral Cultural Funds with all the other Nordic countries: Iceland (1974), Norway (1979), Sweden (1960) and Denmark (1981). These cultural funds are administered by the Swedish-Finnish Cultural Centre at Hanasaari (Helsinki). The Ministry of Education and Culture allocates the Finnish share of funds for Nordic co-operation. The focus in co-operation with Russia is on higher education and the promotion of arts and culture. Other important

cross-border cooperation partners are the Council of Baltic Sea States and the Barents Council [13].

Finland has a cultural agreement, an exchange programme or some other contractual arrangement on education, research, culture, youth and sport with some 40 countries. The Ministry supports the instruction of Finnish or Swedish to expatriate children, expatriates' cultural and information projects, cultural and scientific institutes run by Finnish foundations abroad, and the activities of various friendship societies between Finland and other countries [14, p.37].

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Мельниченко Н.А. Основные черты национальной культурной политики Финляндии

Аннотация. Статья посвящена анализу культурной политики в Финляндии. Был проведен краткий обзор национального законодательства Финляндии в сфере культуры и основные направления культурной политики.

Ключевые слова: культурная политика, Финляндия, законодательство в сфере культуры.

Мельниченко Н.А. Основні риси національної культурної політики Фінляндії.

Анотація. Стаття присвячена аналізу культурної політики у Фінляндії. Був проведений стислий огляд національного законодавства Фінляндії у сфері культури та основні напрямлення культурної політики.

Ключові слова: культурна політика, Фінляндія, законодавство у сфері культури.