



Article

Exploring the Intersection of Art, Culture, and Contemporary Scientific Discourse

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Abstract

Contemporary cultural and artistic practices are undergoing significant transformations under the influence of digitalization, globalization, and socio-political changes. The study aims to identify the main trends in developing contemporary art practices and analyze their impact on cultural processes. The methodological basis of the study is the structural-functional, discursive, semiotic, cultural, and historical approaches that allow for a comprehensive assessment of the interaction between art and socio-cultural processes. The study has confirmed that digitalization helps to expand access to art and promote cultural heritage, but at the same time, creates risks of commercialization and loss of authenticity of local traditions. It has been found that intercultural dialogue through art shapes new artistic styles but can also lead to the unification of artistic practices. Globalization promotes the interpenetration of cultures but increases the influence of global commercial trends on creativity. The study's practical significance lies in developing recommendations for balancing innovative and traditional artistic practices, which may be helpful for cultural institutions, heritage preservation policies, and educational programs. Further research can be aimed at analyzing the impact of artificial intelligence on artistic creativity and developing mechanisms for preserving cultural uniqueness in the context of digital globalization.

Keywords: Cultural and Artistic Practices, Cultural Studies, Culture, Intercultural Communication, National Identity, Theoretical and Practical Cultural Studies

Suggested citation:

Oborska, S., Pylypiv, V., Hubernator, O., Kozlovska, M., Pashkevych, M., & Semykras, V. (2025). Exploring the Intersection of Art, Culture, and Contemporary Scientific Discourse. *International Journal on Culture, History, and Religion*, 7(1), 97-111. <https://doi.org/10.63931/ijchr.v7i1.95>

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Introduction

The current day is moving into dynamic cultural transformations unleashed by the swift development of technologies, globalization, and society's social structure. Cultural and artistic practices are important in preserving national identity and developing new intercultural interactions within this context. The art world has left solely its aesthetical expression world and become part of a tool for social change, a way to influence politics and to experiment with technology. Nevertheless, such changes are accompanied by challenges, such as the commercialization of artistic processes, a decline in the authenticity of local cultures, and ethical issues regarding using artificial intelligence for creativity.

In line with the scientific research in this area, it is established that art in the modern age is a multifaceted phenomenon that strongly affects society. Some researchers consider art a mechanism of social integration and a means of shaping national identity (Jameson, 2022; O'Connor, 2025). Others focus on the discursive analysis of art forms, emphasizing their interaction with political and economic contexts (Torrens Rojas & Rodríguez Caso, 2022; Bee, 2024). A separate area of research is devoted to the digitalization of art and its transformation under the influence of algorithmic processes and global media platforms (Shaban, 2024; Park, 2024). Cohen (2024) discusses the dialogue between different scientific approaches, which can help analyze the relationship between cultural studies and other disciplines. Intercultural communication plays a key role in contemporary cultural and artistic practices, as it facilitates the exchange of ideas, styles, and artistic traditions between different cultures. In the process of globalization, art is becoming a platform for intercultural dialogue, allowing for the integration of local art forms into the international context. It is brought out in joint art projects, festivals, international exhibitions, and digital platforms to allow artists to interact with artists from different countries via digital platforms. Intercultural communication also takes part in preserving national identity through the promotion of thinking about one's traditions and adaptation to modern conditions through communicating with other cultures. However, the dominance of world trends may create problems because they facilitate the unification of artistic forms and the reduction of cultural identity. Achieving this requires further research into approaching differences whilst remaining authentic to artistic practice.

Vagelli (2024) studies the scientific styles that can be related to methodological approaches to artistic practices. Torrens Rojas and Rodríguez Caso (2022) consider the globalization of cultural and artistic processes from the perspective of the interaction of local and global. Based on the perspective of Hutson et al. (2024), a neuroaesthetic approach can be used for studying digital art and its perception.

However, several issues have not been resolved despite how much the academic community has paid in cultural and artistic practice. In particular, the problem of preserving local artistic traditions and adapting them to the world space of culture has not been sufficiently studied. It is also necessary to discuss in more detail the impact of digital technologies on the aesthetic perception of art, particularly in the active use of artificial intelligence and virtual reality. Furthermore, there is no accumulated approach to assessing the social viability of art in cross-cultural discussions.

This study aims to identify the main tendencies of developing modern cultural and artistic practices based on globalization and digitalization, as well as their impact on social processes, and trace the pros and cons of conserving cultural identity. To realize this goal, the paper presents conceptual approaches to artistic analysis, discusses various models of interaction between traditional and digital art, discusses how globalization affects cultural heritage, and presents ways to preserve artistic authenticity during technological change.

Art as a Mechanism of National Identity and Social Integration

However, contemporary research in cultural and artistic practices deals mainly with analyzing the role of art in maintaining the national identity, the influence of globalization and digitalization of art, and the integration of modern and unmodern art. They are important processes studied by the structural-functional approach to art, i.e., art as a social integrating mechanism (Jameson, 2022; O'Connor, 2025). The discursive analysis of artistic practices helps us understand their discourse on (artistic) relations with social and political processes, which is also important in global cultural policy (Torrens Rojas & Rodríguez Caso, 2022; Bee, 2024). Most studies regarding the relation of digital technologies to artistic activity focus on its potential to open new possibilities for such activity through further possibilities of artistic expression and intercultural exchange (Park, 2024; Shaban, 2024). They also highlight how standardizing artistic forms and commercializing culture can take away local authenticity (Zhang, 2023), which may happen to other communication methods. Taurino (2023) and Moro and Legale (2023) are other authors who integrate traditional art and new technologies; they are thinking of saving cultural heritage. Specifically, some works have paid attention to the role of intercultural dialogue implemented in the works of the arts worldwide in shaping global cultural identity (El-Hani & Ludwig, 2024; Hayajneh, 2025). Other authors analyze artistic practices' economic aspects, focusing on the development of creative industries and their impact on the cultural economy (Whitaker & Greenwood, 2022; Christofolletti, 2023).

Art as a Medium of Social Change and Political Expression

The issue of art as a tool for social change is also the subject of active academic debate. Researchers draw attention to the performativity, interactivity, and use of the latest technologies that change traditional forms of artistic expression (Kämpfe, 2023b, 2023c; Altun, 2024). In addition, special emphasis is placed on the political dimension of cultural diplomacy and the role of civil society in shaping international cultural relations (Isar, 2022; Ferrara, 2023). The study of the interaction between art and technology also touches upon artificial intelligence and algorithmic art, which are changing creative approaches (Lin & Zhang, 2024; Hutson et al., 2024). Some works focus on the semiotic analysis of contemporary artistic practices and their transformations under the influence of globalization (Kämpfe, 2025; Yichuan et al., 2025). Other researchers focus on preserving intangible cultural heritage and how it can be integrated into contemporary artistic discourse (Kämpfe, 2023a; Hayajneh, 2025). A separate area of research examines cultural diplomacy's development and cultural projects' role in shaping international relations (Christofoletti, 2023; Isar, 2022).

Challenges in the Digital Age: Aesthetic Perception and Cultural Identity

Research also analyses the social function of art, including its ability to reflect social conflicts, construct new social realities, and influence political discourses (White, 2024; Espinoza & Christofoletti, 2023). In migration processes, art is seen as a means of preserving and transforming cultural identity in a transcultural environment (Altun, 2024; Ferrara, 2023). Considerable attention is also paid to museum practices and their adaptation to the digital age, including virtual and augmented reality in creating new exhibition formats (Moro & Legale, 2023; Taurino, 2023). In this regard, researchers raise the issue of new ethical challenges associated with digital technologies, including copyright and intellectual property in digital art (Whitaker & Greenland, 2022; Park, 2024).

Despite the wide range of studies, several problems have not yet been resolved. In particular, there is insufficient research on how digitalization affects the aesthetic perception of art in different socio-cultural contexts. In addition, there are no generalized models for balancing the preservation of local cultural traditions and their integration into the global artistic space.

Methodology

This study uses an interdisciplinary approach that combines qualitative methods of analyzing cultural and artistic practices. The primary method was

structural-functional analysis, which allowed us to consider art as a system that performs certain social functions, including the preservation of national identity, social integration, and the formation of social values. Discursive analysis was also used to explore how cultural practices interact with social, political, and economic contexts to create new forms of artistic expression. The semiotic approach was used to analyze the symbolic meaning of artworks and their visual and conceptual codes. Using the cultural and historical approach made it possible to assess the evolution of artistic processes in the context of globalization and digitalization, identify the main trends, and predict possible directions of their development.

Results

Contemporary cultural and artistic practices are a complex phenomenon encompassing various creative, social, and communicative processes. This study narrowly defines this concept according to how researchers use it. In this sense, cultural and artistic practices are a collection of actions that make, represent, and consume art in a society. These are a unique mode of interaction between the creators, audiences, and cultural institutions (Shaban, 2024).

The structural-functional approach is one of the basic approaches used to analyze cultural and artistic practices. Its point of departure is how art fulfills some social duties, especially how it keeps or preserves national identity, social integration, and critical thinking. In other words, this approach regards culture as a symbolic form of the system that influences the perception and construction of reality (Jameson, 2022).

Discursive is another important approach to dealing with the relationship of artistic practices with social, economic, and political discourses. Artwork is no autonomous phenomenon when affected (affectioned and exhaled) by the socio-social milieu and ideology. O'Connor (2025) notes that 'discourse is important in constructing political reality and is, of course, a form of expression for the arts.'

The postmodernist approach occupies another separate niche within the study of cultural and artistic practices since it concerns the pluralism of such artistic forms, the blurring of the boundaries between 'high' and 'mass' culture, and the expansion of opportunities for artistic expression. According to Park (2024), digitalization and globalization significantly impact artistic processes, which consequently lead to the appearance of new types of artistic communication and the displacement of the traditional centers of cultural impact.

This analysis underscores the intercultural approach as important as it views cultural and artistic practices as a platform for intercultural dialogue. This paper

emphasizes the significance of art in breaking down ethnocultural blocks of understanding, fostering intercultural understanding, and forming a global cultural space (El-Hani & Ludwig, 2024).

As a result, conceptual explanations of cultural and artistic practices are multidimensional and complementary. It portrays the present stages in the advancement of cultural studies and the fact that art continues to be a sphere of creativity and a powerful social means of changing society.

Intercultural communication is of significant importance in maintaining and reforming national identity in the globalized world. It encompasses cultural tradition interaction, the exchange of symbols, styles of expression, and artistic styles. This interaction is one of the primary means of artistic practices, which is not only a means for preserving national values but also for adapting to the environment of a multicultural world (Hayajneh, 2025).

Socio-cultural processes inside the country combine with external factors such as globalization and digital technologies to shape the national identity. Given recent cultural and artistic discourses, it is an essentially dynamic construct. For instance, today's contemporary art reconstructs these traditional images and symbols in new representations that can be read locally and internationally (Zhang, 2023).

Therefore, the impact of intercultural communication on the development of national identity will be analyzed, considering the essential elements of artistic practice.

Table 1. The impact of intercultural communication on national identity through artistic practices

Aspects of Intercultural Communication	Impact on national identity
Cultural exchange	Interaction between cultures enriches artistic traditions and their adaptation to new contexts (O'Connor, 2025).
Globalization of art	The accessibility of the international artistic environment stimulates traditional and contemporary forms of expression (Taurino, 2023).
Digital technologies	Online platforms and digital art projects expand opportunities for cultural dialogue, facilitating cross-national communication (Park, 2024).
Decolonizing culture	Artistic practices reinterpret historical narratives, creating a more inclusive cultural tradition (Espinoza & Christofolletti, 2023).
Museums and exhibition projects	Interactive exhibitions and international cultural initiatives contribute to the preservation of cultural memory and its adaptation to new conditions (Moro & Legale, 2023).

It is an important factor in forming and preserving national identity. It is helpful in rethinking cultural traditions, adapting artistic practices to the globalized world's modern space, and extending cultural dialogue boundaries. It is achieved by the hybrid cultural identity, which, by uniting the old and new artistic techniques, creates new national specifics and helps to develop art through intercultural interaction.

Studying cultural processes is a complicated task requiring an interdisciplinary approach and multiple methodological strategies. Culture in the present-day humanities is conceived not only as a set of objects and traditions but as a dynamic system of meanings, practices, and symbols constantly changing under the action of social, economic, and technical factors (Cohen, 2024). Based on the combination of qualitative and quantitative methods, the definition of a methodological framework for studying cultural processes mechanisms of functioning culture, its interaction with the other spheres of social life, and features of cultural transformations in different historical contexts.

Table 2. Methodological approaches to the study of cultural processes

Methodological approach	Characteristics and application
Structural and functional	Analyses culture as a system where each element performs a specific function. It is used to study cultural norms, symbols, and rituals (Jameson, 2022).
Discourse analysis	It studies how culture is constructed through language, texts and narratives. It is used in cultural policy studies, media and the arts (O'Connor, 2025).
Semiotic approach	It considers culture as a system of signs and symbols that convey meaning. It is used to analyse art, advertising, film and literature (Torrens Rojas & Rodríguez Caso, 2022).
Ethnographic method	It focuses on the in-depth study of cultural practices through direct observation and interviews. It is used in anthropology and the sociology of culture (Bee, 2024).
Cultural and historical approach	He studies the evolution of cultural processes in the context of historical changes and the impact of political and social transformations (Vagelli, 2024).

The methodological foundations of the study of cultural processes in the modern humanities include a wide range of approaches and methods that allow us to analyze culture as a dynamic phenomenon. The combination of structural, discursive, semiotic, ethnographic, and historical analysis contributes to a comprehensive understanding of how cultural processes shape, change, and influence society. This interdisciplinary approach allows researchers to identify new trends in cultural

development and predict its further transformations in the context of globalization and technological progress.

The modern world is experiencing rapid cultural transformations driven by two key processes: globalization and digitalization. Globalization intensifies the growth of intercultural relations and crosses traditions and colors. Digitalization creates new instruments of artistic existence and changes both the methods of creation and the perception of art.

Such phenomena are recognized as a complex interplay of the authentic and the commercial, the local and the global, the traditional and the modern, and at the same time, they occur in the scholarly discourse analyzing these phenomena. While digital technologies open up art and interaction better than ever, so do the issues concerning copyright, cultural standardization, and commercializing creativity.

By reviewing current cultural and artistic practice development trends, we can find out how art responds to the new reality and what opportunities are opened for artists and society.

1. Digital art and artificial intelligence. As the digital art sphere continues to grow, one of the biggest trends is the increasing importance of the place of digital art. By now, artists are using algorithms, generative art, and artificial intelligence (AI) to express new visual and audio art types. With technology applied, we can produce paintings, music, and even literary works that are not in the same league as other works. Digitalization also alters the process of creating itself and brings it beyond the creation of works of art. These interactive digital tools permit the artists to experiment with visual and audio effects and create augmented reality (AR) and virtual art (VR), which break free from usual perceptions in art.
2. Global cultural mobility. Due to globalization, art is now easier to reach a global audience. On a global scale, thanks to social media, streaming platforms, and online exhibitions, artists can present the work of their hand from home. Increased directorship of intercultural exchanges and the unification of some artistic movements gave birth to new global artistic movements. On the one hand, this openness promotes the spread of creative ideas, but on the other hand, it increases competition and raises questions about the authenticity of art. Some critics point to the threat of commercialization of culture when art begins to focus on marketing trends rather than aesthetic or ideological values.
3. Virtual museums and exhibitions. The development of digital technologies has contributed to the emergence of virtual museums that allow users worldwide to view exhibitions online. Thanks to augmented reality (AR) and virtual reality

(VR) technologies, artworks can be seen and interacted with. This approach has significant advantages:

- Accessibility: People who cannot visit physical museums can enjoy art online.
- Preservation of cultural heritage: Digital archives help preserve rare artifacts and artworks that may be lost due to time or conflict.
- Expanding the audience: Museums are becoming interesting for art historians and the general public, expanding the circle of stakeholders.

However, digital exhibitions can never fully replace the live experience of art. Actual interaction with paintings, sculptures, or installations creates a unique emotional experience that is difficult to convey through a screen.

4. Gamification of cultural practices. Game mechanics are beginning to be actively used in art and culture. Viewers can contemplate art and participate in its creation thanks to interactive elements. For example, in theatre productions, viewers can influence the development of the plot, and museums are introducing interactive exhibitions that allow visitors to complete specific tasks or themed quests. Gamification helps attract a new audience, especially young people who are used to interactive content and digital technologies.
5. Performativity and interactivity of art. Contemporary art is increasingly moving from traditional forms to interactive practices in which the viewer plays an active role. Performances, flash mobs, interactive theatre performances, and multimedia shows involve the audience as co-creators of the artistic process. Performative art blurs the boundary between the performer and the audience, making the perception of art more individual and deeper. It also meets the needs of modern society for a more personalized experience of interaction with art.
6. Development of creative industries. The creative industries, including design, fashion, film, music, animation, and video games, are becoming a key sector of the economy. They create jobs, stimulate cultural production, and shape global cultural trends. Thanks to digital technologies, artists are getting new opportunities to monetize their work, for example, through NFTs (non-fungible tokens), crowdfunding platforms, or digital exhibitions.

The cultural and artistic practices of contemporaneity are subjected to dynamic evolution under the influence of globalization and digital technologies. The traditional view of culture and art has been broken and is expanding by new art forms like digital installations, interactive exhibitions, generative art, and performances. These changes, however, also cause serious issues to be raised concerning the authenticity of art,

copyright, commercialization of culture, and publication in the global world. The debate within academic circles revolves around the question of how to maintain a balance between innovation and tradition in the artistic realm while also safeguarding cultural, historical, and other values.

However, in today's world, this integration of both traditional and digital art is a possibility to use new creativity, but also many challenges that come with it. Digital technologies allow us to experiment with forms of artistic expression, make interactional works, and reach new audiences. However, such processes also raise questions about the authenticity and copyright of art and the loss of traditional artistic skills. However, the discourse in the field of this topic within academia generally investigates how technological progress and the preservation of cultural heritage coexist. Regarding their digitalization, it is crucial to examine the main challenges and perspectives for developing cultural and artistic practices.

Table 3. Challenges and prospects for integrating traditional and digital art

Aspect	Challenges	Outlook
Authenticity and preservation of traditions	Loss of uniqueness of traditional art due to digital standardization.	Using digital technologies to archive, promote, and adapt traditional artistic techniques.
Copyright and ethics	Infringement of intellectual property rights through the use of AI and digital content.	Development of blockchain technologies and NFTs to confirm the authorship and uniqueness of works.
Accessibility and commercialization	The dominance of commercial platforms contributes to the monetization of art but may affect its value.	Decentralized digital platforms allow artists to interact directly with the audience without intermediaries.
Interactivity and viewer participation	The loss of the traditional role of the viewer as a passive observer changes the perception of art.	New formats of artistic interaction, such as virtual and augmented reality, create innovative experiences.
Educational potential	Insufficient training of artists in the use of digital tools.	Integration of digital technologies into art education, development of new interdisciplinary programs.
Technological dependence	Some art forms are becoming dependent on technology, which can limit their longevity.	Use of hybrid practices that combine traditional and digital methods.

An inevitable process of integrating traditional and digital art is contributing new opportunities for artists and audiences. Digital technology makes it possible to expand access to art, experiment with ways of expression, and develop new projects. This process also has challenges, such as the loss of authenticity, copyright matters, and the commercialization of creativity. The development of cultural and art practices is predicated on a matter of balance between traditional and avant-garde practices and on society's ability to accommodate the digital reality and preserve the cultural heritage.

Discussion

The result of the study shows that cultural and art practice is a multidimensional phenomenon that incorporates both traditional and contemporary forms of expression. However, these interpretations have varied among researchers; they do not approach cultural processes similarly. One example is the supporters of the structural-functional approach (Jameson, 2022), who hold that art maintains social stability, preventing national identity and social integration. Researchers say the same of the discursive approach (O'Connor, 2025) and emphasize that art is not for preserving traditions but for making and constructing social and political narratives.

Finally, a debate concerning digitalizing artistic practices is also an academic affair. According to some authors (Shaban, 2024), digital technologies might be deemed a means to democratize art and facilitate access to cultural heritage and intercultural exchange. Other researchers (Espinoza & Christofolletti, 2023) express concern about the possible leveling of local artistic traditions and their standardization under the influence of global cultural trends. Our study results reflect that both approaches have their basis: digital technologies make art more popularized, but they also can destroy cultural uniqueness.

In other words, another important aspect is the role of art within the discourse of intercultural dialogue. The study confirms that artistic practices preserve national traditions and become a platform for their reinterpretation in a global context (El-Hani & Ludwig, 2024). At the same time, concern is raised by the trend towards commercializing culture, when art becomes an element of market strategies rather than a means of deep cultural expression. For example, on the one hand, digital museums allow for the preservation of cultural heritage (Taurino, 2023). However, on the other hand, they can replace the live perception of art with digital copies, which affects its aesthetic value.

The study's results confirm that cultural and artistic practices preserve traditions and are an important factor in social change. It was found that contemporary

art performs both a stabilizing and transformative function, contributing to preserving national identity and rethinking cultural codes in new contexts. Globalization creates conditions for the spread of new art forms, but this process is not unambiguous and may be accompanied by a loss of authenticity of certain cultural traditions. The study has certain limitations. First, it focuses on general trends and does not consider the specifics of individual regional artistic practices. Secondly, some conclusions may change in the next few years due to the rapid pace of digital development. Thirdly, the study does not analyze empirical data on audience interaction with new artistic practices, which could be a topic for further research. The findings are of great practical importance. They can be used in cultural policy to develop strategies for preserving cultural heritage in the digital age. In addition, they are relevant for educational programs that train specialists in art and cultural management. One can further research the impact of artificial intelligence on art creativity, the processes of digital art commercialization, and the preservation of local cultures in the context of globalization.

Overall, the study's results bear out the important function of cultural and artistic practices in the setting of social change. They indicate that contemporary art combines traditional and new forms of expression, forming new cultural relationships. Despite the contradictions between different approaches to analyzing art, it is clear that it remains a powerful means of communication that can preserve and transform society.

Conclusions

Contemporary cultural and artistic practices demonstrate the preservation of traditions and the active integration of the latest technologies, which changes the nature of artistic communication. New opportunities for creativity are opened up by digitalization, as the research has also revealed. However, at the same time, it poses risks for the unification of art and the loss of the local cultural identity. The analysis gives results that support the idea that the spread of artistic processes in globalization enhances intercultural dialogue. However, the growing commercialization of cultural products also results in the restriction of their authenticity. The novelty of the work lies in the combination of structural-functional and discursive approaches to the study of cultural and artistic processes, which allowed for a comprehensive assessment of their impact on society. The study's main limitation is its focus on general trends, while further work could focus on empirical analysis of the impact of art on different social groups. The practical implications of the study's findings are manifested in cultural policy, education, and cultural heritage preservation, especially in the context of digital transformation. Further research could include studying the role of artificial intelligence in art, analyzing the mechanisms of balancing globalization and local

cultural traditions, and investigating the impact of new technologies on the processes of artistic perception. It is important to continue the interdisciplinary analysis of artistic processes, as their dynamics reflect the change of artistic forms and broader socio-cultural transformations.

Conflicts of Interests

The authors declare that there are no conflicts of interest regarding the publication of this paper.

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