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THE IMAGE OF THE ARTIST AND ART IN THE WORLD LITERATURE'S CONTEXT (THE TRANSFORMATION OF INTERPRETATION)

Problem of the understanding the nature of art is one of the fundamental problems of our being. The theme of Artist is the one of actual themes in literature since ancient times.

The writers of different literatures (American, European, Asian etc) present to us different points of view on what is the Artist's destination and what is the process of creation. So if we try to analyze the number of books, we could get the image of Artist which exists in the authors' consciousness. And if we try to follow it since, for example, ancient time to our days, we'd see the transformation of interpretation of this image.

Analysis of contemporary works of art leads us to the conclusion that authors' consciousness shows signs of decline in their "productive tension". These signs are beginning to dominate the art when selfless ideal are being replaced by self-interest, and pragmatic consumer mentality replaces unselfish impulses of the spirit.

Since the artistic image is reality, aesthetically processed by the artist, we have identified what images create artistic consciousness of our contemporaries, what sociocultural characteristics of our time is reflected in the art works.

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