

Many researchers who study different aspects African countries' life, despite a comparatively long period of their independence, are still bound to the so-called term of "colonial legacy". This term is already quite worn and is often used without any connection with reality, simply conveying and symbolizing all the bad things that tend to happen on the continent. It is referred to as an inevitable evil in African conditions and its causes are hidden behind the haze of centuries and, of course, they have nothing to do with the current state of affairs, the ruling establishment and its representatives.

In no way denying the negative impact of the colonial past on the current state of affairs, we believe that at this stage of development it would be very appropriate to analyze the state of culture of African countries through the prism of another culture's perception. It seems that a comparative approach based on the application of the methods and models by G. Hofstede and F. Trompenaars, who have proven themselves in the analysis of the similarities and differences of cultures, will be of particular interest for the analysis of culture.

In such a comparative analysis, it is necessary to take into account the incredible diversity of the African continent in terms of available languages, economic structures, peoples and ethnic groups, religious and political movements etc.

Compared to this diversity, many European countries look very monolithic, although recent studies show that within these monoliths there are deep although not very conspicuous splits, which require modern and appropriate methods of research to be detected. Ukraine certainly belongs to such countries, so a comparative analysis of culture measurements according to the models by G. Hofstede and F. Trompenaars could also play an important role in identifying and defining the cultural characteristics of the country. Comparative analysis with one or even several African countries can play a special role in such a study.

References:

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