

**CRITERIA OF ARTISTRY IN LITERATURE OF 1920'S: VALUE ORIENTATION OF NON-CLASSICAL TYPE
OF ARTISTIC CONSCIOUSNESS**

The article studies the preconditions for criteria of artistry in the literature of the first third of the 20th century. It also defines the types of artistic consciousness at different stages of the development of literature. The topicality of the artistic image as a key poetic category in the literary process of the first third of the 20th century has been grounded.

The establishment of the non-classical type of an artistic consciousness in the 20th century, self-sufficiency and «autonomy» of the art, the process of new artistic discoveries contributed to the exploitation of the considerable artistic and creative potential of the art. This process was followed not only by the broadening the bounds of artistry but also by changing its criteria. It is supposed that the criteria of artistry in modernist literature had been formed until the 1920s, when a modernist aesthetics was already established with the principles of new aesthetic conception penetrated into the art, so that there was a new direction for the further development of artistic consciousness. Literary criticism and aesthetics have an ongoing tradition to study the criteria of artistry within the given period of time. As a result, there is great variety of profound researches, but this article focuses on the preconditions for the development of artistry criteria. We believe that the process of formation was evoked by the interaction and interdependence of several factors, among which we should mention the type of artistic consciousness, the correlation between the categories of poetics and the interrelations involving the correlation between the aesthetic and artistic images within «aesthetics – poetics» paradigm.