Problem setting. Last year the Europe celebrated the twentieth anniversary of the EU foundation. The EU citizenship is the unique institute of the international and constitutional law. It was introduced by The Maastricht Treaty, which was signed in 1992, as a means of protection of the Members-States rights and interests. 2013 has been designated the European Year of Citizens. However according to the last researches only 43% of Europeans understand the meaning of the term “EU Citizen”.

Recent research and publications analysis. The theoretical basis of the study were research papers of national and foreign scientists as A. Appiah, O. Astafieva, S. Krimsky, P. Grechko, M. Castells, J. Habermas and others. Despite the considerable amount of research zeroing on different aspects of this problem, the process of transformation of European identities as the integration factor remains insufficiently studied that implies the need for further development in this field.

Paper objective. The purpose of this article is to attempt to understand problems and possible basis of formation of the European identity out of cultural context.

Paper main body. The European identity problem is one of the main in the EU political discourse. However the attempt to find out the exact meaning of this notion, so just as the basis of European identity, was unexpectedly faced with serious obstacles.

The main uncertainty of the European identity notion consists in the concept of “Europe”. Now the transformation of the European identity concepts, in which the cultural unity discourse gives way to the discourse related to real “challenges-responses” of the contemporary society, becomes evident.

Ethno-cultural factors as language, religion, nationalities, which are represented today in the European area, are too different to be a starting point for European identity construction. The political discourse in contrast with cultural one proposes to construct the European identity on the basis of the political unity. But the political integration of the EU is complicated by the difference of the States-Members political design.

For a long time the European identity discourse was built on the idea of a gradual integration whereby the EU citizens must to feel themselves members of
one consortium. The optimistic scenario foresaw that the EU residents would start to consider the Union as a guarantor of the impossibility to comeback in the past, to the reality from which many countries, especially Eastern Europeans, were emerged. This process was particularly noticeable in Poland and the Baltic States. However, such approach cannot satisfy the countries different parts of which have the different political history. In Ukraine one part of citizens identifies itself with the USSR history, the other with European history. But in the both cases there is the past-identity or industrial (modern), because the mechanism of its formation is the same.

Conclusions of the research. The identification process in the postmodern globalized multicultural society cannot be based on the past. The cultural factor in the EU weakens the unity and strengthens national identities of the States-Members in the dichotomy United Europe / Europe of Nations. The postmodern identity is always future oriented. So the main task is not to look for the common roots but to form the new political ambitions corresponding to the role of Europe of the XXI century.