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D. Pol., prof. K. V. Balabanov

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Dear colleagues!



Mariupol State University is a contemporary of independence of the Ukrainian state, which rose from the college of humanities of Donetsk State University to the classical university for a short period of time.

Thanks to titanic working capacity, talent and professionalism of its teachers and staff, thanks to initiative of its students, as well as full support of the Administration of the President of Ukraine, Ministry of Education and Science of Ukraine, Donetsk Regional State Administration, Mariupol City Council, Donetsk National University, MSU became the leading centre of high quality training and one of the important centres of Ukraine's cooperation with foreign countries in the field of education, science and culture.

The President of Ukraine Petro Poroshenko, who visited the university in June 2015, highly appreciated the work of our, saying: "I am inspired by the meeting with the students of Mariupol State University. Here, at this university, they have worked for long and purposefully raising the image of Mariupol and Ukraine abroad, they actively support the European aspirations of the Ukrainian state".

Traditionally much attention is paid to the development of the scientific potential of the university. During the year the MSU holds about 15 scientific conferences of national and international levels and the departments develop about 20 research themes, a number of which are funded from the state budget.

The postgraduates department of Mariupol State University provides the qualified training of scientific staff. In addition, several specialized scientific councils for doing dissertations successfully operate here. Students' science develops no less actively. More than 1,600 our students, who annually publish more than 1,500 articles and abstracts, are involved in the work of students' scientific societies.

Since 2008, MSU publishes "Journal of Mariupol State University", which currently has five series "Philology", "Philosophy. Culture Studies. Sociology", "History. Political science", "Economy" and "Law". All series of the scientific "Journal of Mariupol State University" are included in the international scientometric databases, including the "Index Copernicus International". In addition, access to them is executed via the world's largest bibliographic database of World Cat and search provider Bielefeld Academic Search Engine (BASE).

Under the conditions of the complex military-political situation in the region, the role of Mariupol State University as a centre of social, cultural and volunteer activities is rapidly growing. Feeling great responsibility for the future of Mariupol and Ukraine, the MSU team continues to work steadily, build and further implement into life the ambitious plans; we actively participate in the public life of the city and the country, we strengthen international relations and our position in the European scientific and educational space.

The priority of the university, as before, still is the formation of intellectual elite of the Ukrainian society and the bring-up of true patriots of Ukraine.

Sincerely,
Rector of Mariupol State University,
Honourary Consul General
of the Republic of Cyprus in Mariupol

prof. K. Balabanov

PHILOSOPHY

UDC 140.8:316.3

O. Popovich**LIFE CREATIVITY AS A PRACTICE OF EXTANSION OF LIFE WORLD
(BASED ON LIFE CREATIVITY OF G. I. CHELPANOV)**

The work deals with the problem of formation of creative personality and his/her creative potential on example of the life and creative legacy of our compatriot, the outstanding Greek G. I. Chelpanov. It was he, who had analyzed the problem of living creativity from a new point of view, by application of the biographical method and biographic analysis, i.e. a type of social and philosophic investigation. Creative potential of a person is to become a component of his/her integral characteristics, based upon such components as social, intellectual and communicative characteristic features of a person.

Development of creativity comprises the process of mastering the means, by which he or she can develop human potential to be passed later from generation to generation and which is fixed within the system of cultural means of interaction.

Following the recent thorough investigation of creativity in its different dimensions, the author has come to the conclusion that the issues of the development of a creative person has to be integrated into the broad philosophic context, in which a person acts as a cultural object formed under the influence of self-criteria and self-determination in the process of living.

This stipulates the relevance of the research topic. An important task for philosophic reflection is the application of biographical material for description and understanding of the current issues of culture creation: the role and significance of creativity in the society, involvement of an individual into the system of social values, determination of the characteristics of social and cultural adaptation of an individual, etc. Generalizing the issues mentioned above is possible in the following manner: it is important for philosophical reflection to relate biographical material to the system-forming factors of national ethno-cultural and national cultural traditions. This gives an opportunity to determine integrative factors, its influence reflecting the contemporary social and cultural space within the context of globalization of cultural creation.

The analysis of the biographical material, required for realization of our objective, becomes useful when the lifestyle, that shapes individual's life path, his/her way of life, his/her life relationships and the like is comprehended. All these form life creativity of personality. At the same time application of the concept of life creativity helps to define the specific character of application of the biographical method for understanding the underlying foundations of the process of cultural creation and the compensatory-creative function of culture on the material of the life and creative style of G. I. Chelpanov. The author come to the conclusion of the necessity of applying the concept of living creativity helps to determine the specific characteristic features for adaptation of the biographical method, which is necessary for correct understanding of deep fundamentals of the process of cultural creation as well as the appropriate different functions of culture.

Key words: *lifestyle, life-world, life activities, creativity, life creativity, cultural creativity, biographical method.*

CULTURE STUDIES

UDC 088:316.7:82(02)

A. Bilyk

NON-TRADITIONAL BOOK AS AN ART-WORK OF CULTURE AT THE BEGINNING OF THE 20TH CENTURY

Socio-cultural processes on influence of non-traditional book are shown in this article. The process of reform of the early 20th century was in economics, culture, social processes and touched the book graphics. Stylistic searches and the use of different techniques promoted the flourishing of traditional books and appearing of untraditional ones.

The author of this publication refers to the books of the early 20th century – livre d'artiste, a French project of the well-known collector Ambroise Vollard (with the participation of Henri Matisse, Pablo Picasso, Marc Chagall and others) and a futuristic book (Alexey Kruchenyh, Velimir Khlebnikov, Vladimir Mayakovsky, Ilya Zdanevich were publishers). The article speaks about the activity of the non-traditional book, an art-project and proves it. There was an unusual graphic and technology, original design, limited edition and the number of edition pointed out. The author of the article gives the description of the project livre d'artiste and a futuristic book, he shows the comparative description. Common and distinguishing features are identified.

The project livre d'artiste by Ambroise Vollard had mostly commercial features. Ambroise Vollard was known in the art sphere as a successful art-manager, the owner of the gallery in Paris where the works of Paul Cezanne, Paul Gauguin, Henri Matisse, Pablo Picasso were displayed. Ambroise Vollard skillfully opened new names in painting.

The project livre d'artiste was a great way to get acquainted with modern art. The innovation of the project livre d'artiste was proved in mobile ways of the creation of painting. The experiments with art space and the artworks were typical for avant-garde era. Ambroise Vollard was able to keep the «aura» of artworks through the creation of new art space (livre d'artiste) as an alternative to the museum space. Thus, the author shows the contribution of Ambroise Vollard to the development of modern art.

The usage of hand-writing is also the characteristic feature for a futuristic book. For example, we can see it in the books of A. Kruchenyh with drawings of Natalia Goncharova "The Game in Hell" (1912), Kruchenyh "Lipstick" (1913) with drawings of Larionov and others.

The futuristic book is analyzed as an original creation with presenting and bright expressiveness. This book pursues the socio-educational goals. Creative activity of Ambroise Vollard, the author of futuristic books, is characterized in the article. Also their conception is described which, according to the author's opinion, determines the work of art.

Key words: non-traditional book, livre d'artiste, futuristic book, art space avangard.

UDC 08.35.7

S. Vitkalov

**SCIENCE AS A COMPONENT OF CULTURAL ACTIVITIES IN MODERN
CONDITIONS: BASED XII INTERNATIONAL SCIENTIFIC
CONFERENCE IN RIVNE CITY**

Considered the importance and condition of the organization of scientific activity in modern Ukraine. Attention is focused on research activities on an example of international scientific conference on "Cultural vector of Ukraine XXI Century: Realities and Perspectives", held November 10-11 at the Department of Cultural Studies and Museology Rivne State Humanitarian University.

Analyzes the composition of its participants and thematic series of speeches in the light of their messages sent to the Organizing Committee.

Considered the effectiveness of such events for guests and conference organizers, was revealed the impact of scientific search and results of its publication for student academic environment of modern higher education establishments.

Analyzed the cultural potential of certain institutions of culture and art of the western region and the attention is focused on the activities organized there, in the light of performances of scientific presentations organizers of the international event in order to raise interest of the scientific community Ukraine to such issues.

The article deals with directions of scientific search of foreign researchers, who for several years participating in such events, organized by the Department of Culture and Museology. Attention is paid to the widespread use of materials of archives and source base in general in articles that have been sent, for reliability of scientific search.

Emphasized the cultural potential of Rivne, which was discussed in the speech of the head of the Department of Culture and Tourism of the city, and attention is focused on possible promising types of cultural activities related to changes in current approaches to the ability to present each region not only in the local media but also create appropriate "cultural map" of Ukraine with a wide representation of tourist attractions.

Trends are identified also in the organization of scientific search in Ukraine on the examples of the theme of performances of the participants this event, which were received.

Emphasized the effectiveness of joint scientific search of investigators in solving the issues of cultural and artistic problematics by academics - university representatives of different levels of accreditation. Attention is focused to the need to involve representatives of scientific research institutions of culture and art of middle management because there are many in their activities such which will be have a mutual interest. And such contacts will create an effective tandem in modern scientific high school of Ukraine and will help to young researchers in the terms of secondary special institutions to join in research activities.

Key words: *scientific activity, international scientific conference, Ukraine, cultural and art, educational and leisure spheres.*

UDC 008:316.7:130.2(477)

S. Dumasenko, A. Kopylova

THE ISSUE OF FREEDOM OF CREATIVITY IN MODERN UKRAINIAN ARTISTIC-COMMUNICATIVE SPACE

The article considers the issue of freedom of creativity and manifestation of censorship in the contemporary Ukrainian art space from the legal and philosophic-cultural position.

Standards of conduct of citizens, their rights, freedoms and responsibilities are recognized and guaranteed by the state, fixed at the constitutional, legislative and international legal standard levels.

The issue of freedom of creation is a fundamental value of orientation of a democratic society. Particularly controversial in contemporary culture is the problem of freedom of artistic creativity and free expression of own views in art. In media, scientific community, at state level periodically there raises the question of limits in the freedom of creativity, its absoluteness.

But in addition to the Constitution, regulations, laws and international conventions there is a number of factors that justify censorship and limit freedom of creativity.

In civil society censorship of art fulfils the function of moral filter. In accordance with the provisions of the Law of Ukraine "On Protection of Public Morality" the prohibition of artworks that propagandize war, national and religious enmity, violent change of constitutional system or territorial integrity of Ukraine; propagandize fascism and neo-fascism; humiliate or offend nation or personality as a representative of certain nationality; propagandize barbarity, sacrilege, and disrespect to national and religious sacred objects; humiliate personality, is a kind mockery from physical defects (cripple), mentally ill and elderly people is morally and legally justified.

The problem is considered with specific examples which take place in the Ukrainian art space. It gave the possibility to identify cases when restrictions of the right to freedom of creativity and the use of censorship are admissible, despite of legislative guarantees of the state concerning the rights and freedoms of citizens in creative activities.

In particular, the works of art that portrayed the representatives of the church authorities in a negative way, which were openly pornographic and immoral, which demonstrated the exploitation of child labour, that falsely portrayed the events of Ukrainian history, which raised the controversial inter-ethnic issues were rightly censored and withdrawn from the art space. Also pay attention to the place the work of art demonstrated and take into account age, gender, social, religious characteristics of public.

Key words: *freedom of creativity, censorship, artwork, law, moral.*

UDC 793.2:792

E. Korolenko

DRAMATISATION AS THE BASIS FOR DIRECTOR'S PERFORMANCE OF HOLIDAYS

Modern technologies of artistic and cultural activities are based on specific methods which are the means to influence the audience. Dramatisation takes an important place

among these methods. Today, only lack in clear understanding of the nature, meaning and function of theatrical quality improvement organization, artistic level and perception of the effectiveness of holidays, dramatisation acts as a universal and effective method of interaction between filmmaker and viewer. The aim of the article is to study the nature and characteristics of a theatre director's methodological bases for performance of holidays.

Sixteen publications on the subject (scientific journals and newspaper articles) have been reviewed.

The article examines the essential characteristics of dramatization as the methodological basis for director's performance of holidays. The place of dramatization in contemporary cultural space is determined. Issue of the effect of the method's dramatization of the consciousness of the viewer in the process of implementing the scenario of the holiday is studied.

Frontier concept of "dramatisation" is determined as a characteristics of theatrical and spectacular culture. In particular, bodified, integration, synthesis, blending, transformation, combining both trends of modern culture form the boundary effects and contributing to the formation of new genres and art forms. It is proved that dramatisation as an aesthetic reflection of real events, their implementation in bright figurative form, artistic interpretation, the director is a special method that provides individual director's performance of the upcoming holiday.

It is determined that the main characteristic features are theatrical components such as plastic, artistic and aesthetic scenery, music, art recitation, artistic and dramatic game. Two major theatrical conditions are established:

1. the expression of the essence of life phenomena festive events in the development of visually dramatic conflict, and communication of participants in reality - in the game, art action that is a synthesis of artistic means of expression;

2. the creation of an artistic image communication life - the transformation of emotions on events in the spectacle of human emotions.

The application of the method as a basis for theatre director's performance of holidays, providing a coherent and effective measure that has cultural value. Directing variability subjected theatrical techniques that promote greater democracy or traditional holidays. The basis for director's performance in the creation of new forms and genres of theatrical events is a means of directing the implementation plan.

An attempt is made in this paper to show nature and characteristics of a theatre director's methodological bases for performance of holidays.

Ukrainian educators may find the information contained in this article useful for developing a new strategy of teaching foreign languages to non-specialist students.

Key words: *holiday, theatricality, cultural space, consciousness of the viewer.*

UDC 316.624

M. Krugliak

«THE EPIDEMIC OF STUDENTS' SUICIDES» IN UKRAINE UNDER THE RUSSIAN EMPIRE IN THE EARLY 20TH CENTURY AS A DANGEROUS SOCIAL PHENOMENON

The article analyzes such a socio-psychological phenomenon of the early 20th century in the Russian Empire, and in Ukraine, in particular, as a students' suicide. The author shows

that the causes of the youth suicide can be divided into two groups – the socio-economic (deteriorating of the financial situation of students as a result of its growth, the excess of student labour supply over demand) and psychosocial (students' frustration, its fragmentation, which had become a consequence of the revolution suppression and repressions by the authorities and the police in relation towards student associations). Doctors had suggested to use the term «epidemic». Students' suicides were discussed in the Russian press, suiciders became heroes of works of art, which only increased the number of suicides among young people. The euphoria to become the hero of the day forced many to resort to suicides multiple times.

In 1910, when a wave of suicides was at its peak, the public began to help the student body: new «student self-help» organizations, offices and the units of social assistance to the need of students were created, surveys of mental state of young people were conducted, collections of journalistic articles dedicated to suicides and finding ways to help students were published. A student's suicide as a phenomenon didn't disappear after 1910. For the next two years the Russian Empire was experiencing a new wave of suicides. In 1912, there was a survey conducted under the auspices of the Commission on the fight against school suicides. The results of the investigation were published in the book by I. Radin "The Spiritual Mood of Today's Studying Youth".

Students had a very negligent attitude towards the value of their lives, acting impulsively and not anticipating any outcomes. They took death as a never-ending alternative, a reliable way of proving their innocence.

The Russian historian Sergei Svatikov called the students of 1905-1915's the «new students». These were already different people, individualists and careerists, typical representatives of the capitalist era. The year of 1910, coinciding with the peak of the epidemic of suicide, was the date of the new association of youth, when the joint survival questions forced to rally together.

The author states that in modern Ukraine there is an increase in the number of suicides on the background of the post-revolutionary situation and the military disasters, the crisis in the economy. Thus, taking into account the past experience, namely the active intervention of the authorities and the public is merely a necessity for preventing the spread of further suicides.

Key words: *students, suicide, epidemic, revolution, «student self-help», the Russian Empire.*

UDC 78.083.2(477)(045)

T. Malaieva

FORMATION OF MUSIC ARTIST THINKING (THE WORKS OF IGOR SHAMO)

The article analyzes the main aspects of musical impression of pianist and listener on the example of 12 Preludes for Piano of the Ukrainian composer Ihor Shamo. Igor N. Shamo – one of the prominent Ukrainian Soviet composers of the postwar period. From his childhood to the period of becoming a composer Igor was not greater than the IS Bach. Many writings stress I.N. Shamo's complex polyphonic way of thinking. Based on the experience and creativity of his great fellows (Mussorgsky, Rachmaninoff) the music of I. Shamo can be heard as the irrepressible flow of feelings, melodic ease and breadth, richly colourful

harmony neuemnost, latent power and, sometimes, ascetic rigor. You can see that common ground can be fixed not only in individual ways of expression, but also in the creative plan, remember the "Pictures of Russian painters", "Prelude". The composer looked for new ways to enrich the sound palette of the instrument. The piano cycle of 12 preludes was established in the mature period of creativity of the composer. Lessons learned from this period allow the composer to depart from the usual cliches, thus, to expand his sphere of figurative works, not restricting it within the software that links him with the preludes of Chopin, Rachmaninoff, Scriabin, Shostakovich, Kabalevsky, Debussy. Shamo, the performer and the listener, opens unlimited flight of fancy, thus giving the opportunity to express their individuality, but at the same time he complicates the task. The "Prelude" of Shamo clearly manifested features of the composer's style: deep intonation connection with folk songs, which were often found in the writings of its program related to folk paintings of domestic scenes, folk music-making and native wildlife. Their imaginative variety is reflected primarily in the invoice presentation that establishes parallels with romantic preludes and preludes of Impressionists. These plays have harmony and brevity, and the development is subject, in the first place, the laws of the host within the same state. In this regard, the composer prefers to use material through a method of constant change in the harmonic "dress" theme.

The image of the sphere Preludes cycle is very diverse and wide, from intimate lyrics (IVpr) - to the deep philosophical thought (IX, XII, etc.), from the contemplative state (II of, Vred) - up to the festive folk festival (XI etc.). And, despite the absence of the names of the preludes, the composer still gives us a clue, and this is particularly evident in the tempo indications, which are added to the figurative characteristics. For example: Andante severo (strictly, seriously) Moderato rustico (rustic), Andante, quasi campana (bell). It should be noted the extraordinary wealth textured loop, making the bright piano suite. The questions of continuity and innovation of I. Shamo's piano works were described in the article. We analyzed the associative relationship of visual and acoustic perception. The characteristic features of his melodies soaked with originality and beauty of folk music. At the same time the composer created his own new melodic turns in the style of folk music. Revealing new possibilities of the Piano: register ratio, pedal techniques. There is a possibility of using new means of expression tool to uncover imaginative music content. Music of Igor Shamo is aimed at a wide range of performers and listeners. Igor Shamo is one of the famous Ukrainian piano composers.

Key words: *figurative content, piano work, textured decision.*

UDC 658.8:378.1(477)(045)

S. Oriekhova

CORPORATE CULTURE AS A DETERMINING FACTOR OF COMMUNICATION POLICY OF UKRAINE'S UNIVERSITIES

The article deals with the concept of corporate culture as an integral element of higher education management system. It is determined that the competitiveness of educational services category is multidimensional and its level is determined by the combined action of a number of parameters, which are specific capabilities and performance of which determines the degree of preference institution to its competitors.

The corporate culture of higher education institutions represents a set of values, expectations, rules, symbols, traditions and other eternal values that underline all inner-

universities relations, including those among students and teachers. It is within the walls of the university where relationship to scientific knowledge, desire to do science, learn to think and exchange ideas with others, and most importantly - learn how to develop intellectual skills as the ability to not only learn the knowledge produced by predecessors, but also to think independently and creatively must be formed.

Education and training of competent professionals, social cohesion are the basis for the inner sphere of higher education institutions. The main goal of the staff is to ensure that everybody will feel - they belong to a unified educational institution, unique in the world, and the teachers are missionaries of these ideas and values. To achieve this it is necessary to develop a special corporate code – a brand-book. Where, in this book, should be written system-cultural elements: the mission of the institution (which is understood as a vital purpose facility, which reveals the meaning of its existence); the choice of strategies; management style; the figure of a leader; common values and traditions; own ideology (adequate specific needs of universities); specially cultivated values that create the effect of consolidating; setting corporate employees, who provide communication unity; in general it is something that is functioning like a mechanism that defines the organizational framework of corporate culture.

Thus, the corporate culture is an effective tool for staff's management strategy that will increase the productivity and quality of work. Building and maintaining a culture will enhance staff's efficiency and enhance competitiveness of universities in terms of environment. To manage it should always be the focus of managers, subject to the achievement of maximum results based on the approach of the administration and the interests of workers. Corporate culture directs all units to achieve common goals, resulting in increased competitiveness and universities of the state and the integration of Ukrainian higher education institutions in the European and world's educational space. As a result of this purposeful improvement the corporate culture of domestic universities of Ukraine will increase. This will be an important contribution to the national higher school in the promising future of society and it will contribute to the recognition of the state of Ukraine as an equal member of the European Union.

Key words: *higher education, higher education institution, university, communication policy, competitiveness, corporate culture, educational services.*

The formation and implementation of corporate culture are the common international research, national scientists and practitioners managing both large corporations and companies slightly less in scale and different spheres activity. Practices debate with theorists, but all they see a strong corporate culture as a strategic management tool.

Corporate culture is part of the administration and management of the company, which allows units to focus the company and some of individuals on common goals, mobilize the initiative of employees and facilitate productive communication between them [16, p. 15]. Create your own culture for your company so that all employees maintain its line - is a strategic task management.

Corporate culture actively was considered in the 80's. XX century. and today is the actual object of study. A significant contribution to understanding this phenomenon American scientist E. Shane has made [25]. By considering the problems of management and leadership in terms of updating the organizational culture. Equally significant for the study of organizational culture is the work of K. Cameron and Robert Quinn, who is devoted to the study of corporate culture, its formation and transformation [9].

Corporate culture as a line of research has links with related sciences cycle information such as management, sociology, cultural studies and psychology. Trust, reputation, image and

excellent structural condition of freedom and responsibility, knowledge, skills and abilities, information, entrepreneurial spirit, social institutions, organizational culture, ideology and philosophy of the company, management and interpersonal relationships, ethical aspects of interpersonal interactions, socio-psychological climate - generally all that are called human factor refers to the complex factors of social sciences.

Formation of corporate culture is the subject of research of many scholars, both domestic and foreign, including: L. Zabrodska [7] H. Ansoff [1] K. Bowman [2], John. Grayson and K. O'Dell [3], I. Gurkovo [5], B. Karlof [10] E. Kapitonov [12] V. Spivak, [20-21], R. Gilyarovsky, B. Minkina [22] M. Zgurovsky [8] and others.

The researcher internally of Corporate Communications B. Kverk recognizes that every organization acting as a complex of mechanism, the basis of life which is potential corporate culture: that's the reason for what people have become members of the organization, how are the relations between them; resistant norms and principles of the organization of life and they share that relates to values and norms. This not only differentiates one company from another, but essentially determines the success of the operation and survival in the market in the long term [11, p. 7].

I. Kuznetsov is an expert on information activity determines the corporate culture as a system of material and spiritual values, displays, interacting inherent in this corporation that reflect her personality and perceptions of themselves and others in the social and material environment, as reflected in behavior, interactions, perceptions of themselves and the environment [13, p. 9].

The most common corporate culture as a phenomenon associated with companies aimed primarily at addressing business processes, but it is inherent in the field of educational services, including higher education institutions, which activities are focused primarily on the discovery and development of intellectual and creative potential. The role of the corporate culture of higher education as a determinant of Education Universities communications policy is the purpose of the article.

The University as a prophetic institution is a complex in the management of the institution, which includes a learning process, scientific research, organization and implementation of innovative projects in education, as well as advertising and marketing activities. Higher education institution has an extensive branch structure, with constantly changing state students, and sometimes employees. Constantly interacting with students, colleagues, students, businesses, governments, the media, other universities university exchanges information with the external environment, in terms of public information and educational space, thereby ensuring the generation of new ideas, knowledge and technology. Development and use of new educational technologies and approaches are an integral part of his life [15, p. 18].

In the current market conditions, the development of higher education depends on a clearly formulated its communication policy. In this regard, important is the development of system management of internal and external processes.

In marketing theory there are a variety of interpretations of the term «communication policy». The most commonly cited definition: communication policy - a collection of rules of conduct communication and communicative interaction between brands, products and companies to the market that defines a set of marketing tools used to achieve certain communicative goal. Within the theme of the article it is necessary to relate the concept of «communication policy» in respect of higher education.

Based on the theoretical foundations of communicative company policy laid prominent scientists school information workers R. Gilyarovsky and V. Minkina [22], can form components of university communication policy "good" information, educational services and

products; «Consumers» are applicants, students and other users of services institution; «Market sector» is information market; «Personnel» is teachers and staff of the institution; «Business partners» are of the media and advertising; «Methods of sales promotion» - conferences, exhibitions, briefings, open days, Public relations.

Thus, the communication policy of higher education is – rules, strategy and comprehensive plan for the implementation of effective interaction with partners, organizing and holding mass advertising activities, methods of stimulation and promotion of educational products/services public relations.

Universities communication policy defines the mission of the institution with respect to the communication space, defines marketing communication tactics that are used to achieve certain communicative goal. In turn, the purpose of communication policy will be in the need for effective interaction communication facility (ICF) of the subject's communicative space.

Acting as an effective means of expanding the sphere of influence and adapt to the university environment changes, communicative policy provides:

- information openness of activities that positively affect its reputation and demonstrates respect for consumers, business partners, its own staff;
- promoting their services/products;
- presentation of the impact on the socio-economic conditions of the city, region, country;
- establishing links business cooperation;
- employees actively participate in the life of the professional community;
- exchange of knowledge and experience
- joint efforts to defend common interests and develop standards of corporate behavior [22, p. 372].

Communicative company policy is based on two components: norms, values, corporate culture and perspective development plan, so it could be argued that the success of the university depends on the vitality of the corporate culture and the «vision» of management and staff tomorrow.

Researcher of management and corporate culture V. Spivak outlined the functions of culture at corporations and at a closer examination of this theory, can be define its functions in respect of the university:

- playing the best elements of accumulated cultural production of new values and their savings;
- estimated and regulatory function (based on comparison of the actual behavior of institutions with existing norms of behavior and cultural ideals can speak about positive and negative effects, progressive and conservative);
- regulatory and regulatory functions that use corporate culture as an indicator and regulator employee behavior;
- cognitive function (cognition and learning corporate culture, carried out at the stage adaptation of the employee contributes to its inclusion in collective activity determines its success);
- creating content function (impact on the attitudes of the employee, the transformation of corporate values as personal values);
- communication function (through values accepted in corporation standards of conduct and other elements of culture provided by employees and their mutual interactions);
- function of public memory, storage and accumulation of experience institution;
- reactive function (restore spiritual strength of the process of perception elements of cultural institutions is possible only in case of high moral potential corporate culture) [20, p. 28].

However, the phenomenon that corporate culture is relatively new, the need for university study corporate culture caused by the fact that at the moment at the state level, changes in the education system. This directly affects the activities of higher education institutions and causes problems increase competitiveness, preserve and broadcast cultural values and traditions, the need to meet the challenges for the development of science and education and many others. It means the dynamic nature of the Law of Ukraine «On Higher Education» [17], the draft prepared by a working group under the Ministry of Education and Science of Ukraine «Strategy of formation of higher education in Ukraine 2020» [23]. In addition, one of the areas of the Bologna process is the formation of common approaches to ensure and assess the quality of higher education. Thus attention is paid to various quality components: educational and professional programs, content and technology education, educational software and many more important element of quality – a corporate culture. And in fact the development of a corporate culture based on a philosophy of quality, can be a critical factor in shaping the competitiveness of higher education.

The aim of competitiveness of higher education is the ability to train specialists who can withstand competition on a particular external or internal labor market; opportunities to develop competitive innovation in their field, as well as to effective reproductive policy in all areas of activity.

The competitiveness is a category of educational services and its multidimensional level at any given time is determined by the combined action of a number of parameters, which are specific capabilities and performance. Moreover, the competitiveness of educational services institutions is the main indicator of the effectiveness of its operation. Factors of competitiveness of educational services and institutions are closely linked, but have significant differences. These factors include: the level of training in the specialty; cost of educational services; prestige (fame) specialty; advertising specialties; the demand for professionals in the labor market, etc. [4, p. 60].

Common factors of competitiveness of universities can be divided into external and internal. External factors are characterized by: public policy; scientific, natural, legal factors; strategy, competition in the educational market; the activities of civil society organizations; infrastructure market; labor market conditions; the presence of potential customers; demand for graduates in the labor market. The internal factors include: management of the institution, quality of personnel, business activities, strategy development, stable and well-adjusted logistic base, knowledge base, financial policies, government funding mechanisms motivate staff and students, the availability of corporate culture, management system competitiveness Universities [5, p. 161].

The corporate culture of higher education plays a special role in society and the economy. It provides more efficient operation of the institution, can solve these problems and issues on which directly proportional to the popularity of high school. The following benefits of corporate culture, due to the institution enhanced competitiveness, are defined by O. Meshkov:

- the opportunity to receive revenue through management coordination purposes functioning institution and its business units, through the development of new methods of planning and work with the staff;
- effective use of human resources (including the formation of personal and professional potential of students);
- improve management;
- improve the quality of work;
- responsible attitude of employees to their tasks (feelings of being part of a team);
- increase of the motivation [14, p. 36].

Corporate Culture University has its own distinctive features, which are caused by the specifics of its work:

- polyfunctionality, or the ability to generate and provide modern knowledge transfer;
- strong focus on research;
- availability of training specialists with advanced degrees;
- focus on the current trends of science, high technology and innovation sector in the economy, science and technology;
- wide range of professions and specializations, including natural sciences, social sciences and humanities knowledge;
- high professional level of teachers, the possibility to invite leading experts from different countries for temporary work;
- a high degree of information openness and integration into the international system of science and education;
- sensitivity to global experience and flexibility to new areas of research and teaching methodology;
- competitive and selective approach in the recruitment of students;
- forming around the university a special intellectual environment;
- the availability of corporate ethics;
- desire for leadership in the region, country and world scientific and educational community as a whole [24].

Among the numerous of factors that influence the corporate culture of the university, are of particular importance: the structure of management, communication, motivation. Provide description of these three factors.

To ensure the effective operation of institutions and quality education should form a management structure that extends the scope of participation in management and provide collegial decision-making. This structure is achieved by the three levels of government higher education institution:

1. the level of strategic management, which provides rector, performing strategic, analytical and prognostic, design, coordination functions and features of personnel, regulatory - legal, financial, financial support and incentives aimed at getting the effect of a higher education institution;

2. tactical level of control that by the Deputy Rector (vice-chancellors), acting as current planning, monitoring, translation of innovative experiences, educational, logistical, social, educational, information, organization of the experiment, accounting and reporting;

3. level operational management by teaching staff. The subjects of this level of government implement the functions of the current planning of the educational process, implementation of measures to ensure quality, current and complete quality monitoring, experimental testing of innovative educational programs and technology, accounting and reporting.

Thus, corporate culture, no doubt, is a system of relations between people working in this institution. O. Vihansky said: «perfect, when people feel and it's not totally dependent, not anarchic free, but integrated into the life of the principles of partnership, mutual trust; subordinate jointly developed solution, collectively agreed and planned actions» [6, p. 190].

The effectiveness of communication means that the transmission of information adequately perceived by the recipient and used in its operations. For this purpose, the information sector of higher education creates a single information and communication space. To achieve this necessary to take advantage a whole elements of marketing communications such as image, advertising and PR.

Advertising has become the communication, it is closely penetrated all spheres of public life, the sphere of education is no exception. Advertising as a separate message carries a definite meaning. The main objects of advertising universities are: the name (logo) trademark and any visible statement (slogan). But advertising is not cheap enough element of marketing communications, so many schools use advertising not only for its direct purpose, but as a tool for creating an image.

Educational advertising can compete only forming favorable public opinion – «public relations». PR – is much more voluminous and complex phenomenon. The goal of public relations is managing the flow of information between the institution and the public. The result of this successful administration will change the perception of university society. That idea of the educational establishment or improve radically transformed. Thinking and transformed consumer behavior in relation to the establishment, and this manifested and socio-psychological aspect consideration the importance of application of PR activities in universities [19, p. 260].

The establishment of an effective image of the university – is an effective isolation facility among others. Each institution seeks to position itself in society as better. Name of the institution is widespread among the public, know and think about it. Creation of an effective positive image of the university to change some aspects of its operation:

- image will open a new community knowledge about the institution that will boost positive attitude to it;
- thanks to openness the wrong ideas and rumors that could damage the reputation of the institution;
- institution positioned so as to move in step with time;
- various departments and divisions of the united under a single image, thereby increasing the level of corporate culture institution;
- the image will be one of the main tools for achieving strategic goals of the institution;
- increase the competitiveness of the organization;
- there will be new consumers of educational services and partners;
- easier access to various university resources (financial, information, etc.) while easier access to community resources of higher education institutions [18, p. 180].

In addition, one of the areas of creating a single information space, information overcoming fragmentation of audience groups and departments of higher education for the fullest possible information needs of students, faculty and staff is a corporate media (website universities and departments, periodical issue). Involvement of a significant number of its faculty, staff and students; identify the most pressing problems of the university; create effective communication tools that ensure feedback and one of the elements of corporate culture. The only information system creates corporate values, has spread necessary information and provides feedback between groups for classroom administration.

Thus, effective PR, advertising and positive image of the university is the effective methods of functioning in a competitive environment in the educational market. High competition requires management institutions use special means of positioning.

To ensure motivation of teachers, in our view, should be the introduction of different motivators, socio-psychological, organizational, educational, material and others. It is necessary to identify specific actions that should be undertaken in this direction: the formulation of objectives achieve their objectives; documentary securing rights and obligations of employees; forming the system of incentives, rewards, evaluation by a high level of quality of the educational process; Established professional higher education institution; synthesis and replication of best teaching experience in education.

Thus, the corporate culture of higher education represents a set of values, expectations, rules, symbols, traditions and other eternal values that underlie all inside university relations, including between students and teachers. It is within the walls of the university must form a relationship to scientific knowledge, the desire to do science, learn to think and exchange ideas with others, and most importantly – learn how to develop intellectual skills as the ability to not only learn the knowledge produced predecessors, but also to think independently and creatively.

Education and training of competent professional, social cohesion base inner sphere of higher education. The main goal of personnel to ensure that all feel their belonging to a single educational institution unique in the world and were preachers of his ideas and values. To achieve this it is necessary to develop a special corporate code – brand-book. Where are prescribed system-cultural elements: the mission of the institution (understood as a vital purpose facility, which reveals the meaning of his existence); choice of strategies; management style; figure of a leader; common values and traditions; own ideology (adequate specific needs of universities); specially cultivated values that create the effect of consolidating; setting corporate employees, which provides communication unity; in general is something that is functioning mechanism that defines the organizational framework of corporate culture.

Thus, the corporate culture is an effective tool for staff management strategy that will increase the productivity and quality of work. Building and maintaining a culture will enhance staff efficiency and enhance competitiveness of higher education in terms of environment. Its management should always be the focus of managers, subject to the achievement of maximum results based on the approach of the administration and the interests of workers. Corporate culture directs all units to achieve common goals, resulting in increased competitiveness and higher educational institutions of the state and the integration of Ukrainian higher education in the European and world educational space. As a result of purposeful forward to improve corporate culture domestic educational institutions of higher education in Ukraine will increase. This will be an important contribution to the national high school in the promising future of society and contribute to the recognition of the state of Ukraine equal members of the European Union.

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POST-MODERNIST NOVEL AS A MULTI-ASPECT CULTURAL CODE (ON THE BASIS OF U. ECO'S NOVEL "FOUCAUL'S PENDULUM")

The author of the article considers post-modernist mentality presented in the novel "Foucaul's pendulum" by the famous Italian scientist and writer Umberto Eco.

It is stated that a post-modernist novel is a text, which is built on the texts, has multilayer cultural code, that demands efforts for reading. It is stressed that the notion 'post-

modernist' very often implies a general state of the society. Post-modernism proclaims the motto of "open art", of free cooperation with all old and traditions. This is a game with quotations, genres and styles of different epochs, removal of differences between normative and non-normative. It establishes cooperative and gaming relationship between the reader and the author, but punning and irony becomes integral features of modern literature.

One of the basic ideas of the post-modernist aesthetics, according to Eco, is the intertextuality, which reveals itself in a new work in the form of the dialogical citation, parody, interpretation of familiar literary stories. One more programme thesis of the post-modernist conceptions of Eco: work has to unite problem and fun, to ground on the tradition of the literary classics and at the same time it doesn't have to ignore the requirements and tastes of "mass culture". Post-modernism, according to Eco's conclusions, is the answer to modernism, which is missioned to return to the art aesthetic positions, lost by him and interest of the mass reader or viewer to it.

A post-modernist novel is a text, which is based on the texts, a multilayer cultural code, which requires forces to read. The heroes of the "Foucaul's pendulum" decode the mysterious script, feeling in a certain way how the hand of a murderer raises over them. Through the first chapters of Eco's novel it's necessary to get through the biting guard: overabundance of information, text eventfulness with little-known data, effect of expectation.

The article underlines that due to the irony of the novel "Foucaul's pendulum" 'becomes an example and critics at the same time'. Irony in this case is the best way to prove the groundlessness of the claims of the Renaissance model of mentality onto the role of new universal metatheory of cognition. That's way the basic element of equivalence of all temporal dimensions – of the past, present and future. The reason of all discourses about post-modernism is in the crisis of a classical model of the continuum but new scientific discoveries and thirst for spiritual enforces to search for new ways for accepting the time.

Key words: *post-modernism, post-modernist novel, post-modernist mentality, irony, pun, open art, cultural code, U. Eco, novel "Foucaul's pendulum".*

UDC [37.011.3–051:316]:17.023.36

O. Sarnavska, T. Yakovyshyna

EXPLICATION OF THE PROBLEM OF PROFESSIONAL-ETHICAL CULTURE OF A SOCIAL TEACHER

The changes that are taking place in social, political, economic and cultural spheres led to degradation of existing values and emergence of new problems in social life. In this regard, in terms of reduction of standards of living among most of the population, its actual poverty, rise of juvenile crime, drug abuse, increasing social tensions, rising count of abandoned children in need of special attention require new forms and methods of cooperation between social workers in the first place.

In this publication we have complemented to and specified the definitions of professional and ethical culture of a social teacher, we revealed the importance in professional activity of social workers, stressing thereby that the sphere of a social teacher is a zone of trust between people, therefore an expert should not only be a good specialist but also should possess a high level of professional and ethical culture.

In this publication we interpret the professional and ethical culture of a social teacher as a system of professional and moral values that have become internal beliefs of an

individual. Professional and ethical culture of a social teacher implemented in the social and educational activities, interaction and communication and through attitude to the participants of this activity. Development of professional and ethical culture is affected by a number of factors, including a special emphasis on the cultural and moral level of society, its historical peculiarities and features of professional environment.

The article analyzes three levels of professional and ethical culture: an adaptive level (characterized by the fact that the values of the profession are not for the person who carries out social and educational work (or preparing to become a social educator) personal moral principles); a conscious level of professional and ethical culture of a social teacher (a teacher comes to social awareness of the need to follow in their behavior to certain rules and regulations that are due to the understanding of the goals, objectives and values of the profession); a creative level professional and ethical culture of a social teacher (characterized by a high degree of similarity personal hierarchy of values of social pedagogy in content and priorities of the regulatory system of professional and ethical values).

So, the study is an attempt to summarize the characteristics and requirements of professional and ethical culture of a social teacher whose implementation requires specialist altruism, formation of internal belief, the high level of social and pedagogical knowledge and technologies.

Key words: *ethics, ethics and values, moral identity, professional and ethical culture.*

UDC 7:929Ковалерідзе(045)

G. Sinko

MONUMENTAL HERITAGE OF IVAN KAVALERIDZE: UPDATING AND SAVING

The article deals with the problems of saving and actualization in modern society of the monumental sculptural heritage of the outstanding Ukrainian sculptor, filmmaker, and playwright I. Kavaleridze. Native culture survived no matter of the catastrophic scale loss of tangible cultural heritage in the last century, now it found itself in a situation where it is necessary to focus on the study and dissemination of information on the part that has reached our time. Also it is important and necessary to research and re-actualize in contemporary socio-cultural environment the material and spiritual monuments of culture and names that remained undervalued or removed from the cultural and historical context for a considerable period of time.

The study is still prohibited for ideological barriers, much archival material is unknown - all this expands our knowledge of the national cultural heritage and suggests a new phase of thinking. Historical transformation and transition from the realism of the nineteenth century to the modernist movement of the XXth century gave life to all different art galaxies of eminent personalities such as A. Exter, K. Malevich, P. Picasso, Alexander Archipenko and others. This also concerns the galaxy personality of I. Kavaleridze, whose creative achievements in the socialist period were silenced. This article examines one aspect of the creative works of the famous Ukrainian sculptor, filmmaker, playwright, screenwriter Ivan Kavaleridze –his monumental and sculptural heritage, which is a whole layer in the history of national art and should be read in the context of the era as an integral part of its weighty cultural and artistic life. In the present article there are examples of new approaches to the form of I. Kavaleridze's worldview and artistic development of the material in monumental

sculpture. Historical transformation and transition from realism of the XIXth century to the XXth century's modernism are reflected in his works, allowing us to re-evaluate the contribution of Ivan Kavaleridze into national and world culture. Creativity of I. Kavaleridze is always distinguished by a distinctive style and poetic force of romanticism. His monumental sculpture is specific, has a rectilinear shape, and as a result, it is poetic. Striving to national subjects and types, to follow the traditions of folk sculptures and characteristic philosophic, internal monumentality of all images are marked with the artist. His originality and substantial design, his originality creative manner attracted great artistic skill when he created monuments. The historical discourse considered stages of such outstanding monuments as Princess Olga's monument in Kiev, the monument to T. Shevchenko in Romney, etc. We analyze the principles of their construction, we track their historical fate against the backdrop of social and cultural changes that have occurred and continue to occur in Ukraine. On the basis of the monumental heritage of I. Kavaleridze we studied first samples of Ukrainian avant-garde in plastic such as G. Skovoroda's monuments in Lohvytsia (1922), Shevchenko - in Poltava (1925) and in Sumy (192.), Artem - in Bakhmut (1924) and Slavyanohorsk (1927), the sculpture on the building of the "house of coal" in Kharkiv (1927), the design of the monument to Kobzar Taras' hill (1926), sketches of I. Franko's monuments, "Perekop", G. Skovoroda - on Kontraktova Square in Kiev (1977). The article emphasizes that his monuments and sculptures are not limited to spectacular combinations of geometric and artistic logic personified. That relationship with the culture of the native people, the relentless pursuit of enriching had made conspicuous creativity of the artist truly national, defined his leading role in the formation of Ukrainian avant-garde sculpture, which only now is started to be studied and appreciated. Relevant and appropriate is the remembrance of the creative legacy of Ivan Kavaleridze today, in our time, not only because he was the talented and brilliant man but also because he made a great contribution to the development of the sculptural process in Ukraine, because of the search for new drugs and progressive outlook methods of forming plastics.

Key words: I. Kavaleridze, art, creativity, sculpture.

UDC 168.522

S. Soroko

THE INFORMATION APPROACH AND SHAPING PRINCIPLES OF CULTURAL INFORMATION SPACE

Modern problems of information culturology and the information approach to analyzable sociocultural systems are regarded in the article. The author has taken the point of view that the information approach must to correspond to the information dimension of sociocultural systems. Direct processes of information generation in a social medium as a shaping principle and the architectonical principle of forming of cultural information systems are described. As an example, the author treats these principles in cultural dynamic of forming of Belarusian information space in XIX century. Northwest Territory of Russian Empire was multicultural, multiconfessional and multilanguage region when the territory was annexed in XVIII century. The principal idea touched upon in the research is that the phenomenon of new Belarusian information space was founded as the result of transformation communication system at the territory (modern Belarus) in XIX century. A vital information in social medium can create different sociocultural structures and increase these quantities if

there are good outward conditions. Belarusian idea as a cultural code and marker has created one's information space in Northwest Territory of Russian Empire. It was one's levels of information cultural space such as education, science, local press etc. There were Belarusiangovernment (1796–1802), Belarusian government-general (1772–1856), Belarusian educational district (1829–1850) and forming Belarusian science (history, literature, ethnography, archeology etc.).

Every sociocultural structure arises as consequences of a vast cultural-historical process that is accompanied by information generation, replication, preservation, structuration; and that process cannot be finished. Culturology term 'information space of culture' is not a part or a subsystem, it's only information dimension of all cultural space. It is very important that the analyzable cultural object cannot be an abstraction. The information space of culture will be enlarged if to keep the principle of direct processes of information generation in a social medium. The architectonical principle of forming of cultural information systems consists in structural integrity of the cultural idea, its broadcast center and adapted information space. In this case, an information space and system put together. In real life, information processes of forming of cultural chronotops are stretched out in space and time because people and information can move freely and existence independently. Only the information that anyone cultural community creates oneself will be have a special significance for their information space of culture.

Key worlds: culture, cultural dynamic, information space, culture information space, information approach.

UDC 398.8

A. Furdychko

STATE OF RESEARCH OF FOLKLORE PART IN THE SONG CULTURE OF UKRAINE AT THE END OF THE XX-TH – THE BEGINNING OF THE XXI-ST CENTURIES

Abstract. In the context of globalization and information of society in the twenty-first century a specially important issue becomes saving of ethnic identity of the nation, its cultural characteristics. This allows people to clearly identify themselves in the world, and therefore to build their own path of development. Ethnic identity is manifested primarily in the use of elements of folk culture in general, and its elements in particular. Therefore, the study of folklore part in ukrainian song culture of the end of the twentieth and the beginning of twenty first centuries as an expression of creative people, reflecting their life, attitudes and ideals, is important.

The paper identifies the main trends in folk song culture from the late twentieth to the beginning of twenty first centuries. The hypothesis is about the diversity of folk song culture of the Ukraine in the given period in regional perspective.

In the last third of the twentieth century the trend to a more detailed study of the relationships of different forms and levels of complex meta-system "folklore - contemporary art" was intensified.

The musical component of song culture evolves regions by providing specific genres and vocal styles with a specific subject, manner of execution and forms of polyphony.

Folk music of Polessya has the characteristics of an authentic performance, contrapuntal intertwining voices in singing, nonsinging unstressed syllables in the final

sound, extremal finish which are extended in ending abruptly at an increased tone of uncertain height of vocalization consonants, including hissing, rhythmic chopping, iodations and others.

Multidisciplinary diversity of folk art represented the South land of Cossacks, recruiting, burlatskii, naymytskymy, orphanages, migrant and equally as much lyrical and domestic, humorous songs and dance. Many of them are imported from various regions of Ukraine, but eventually became the characteristic features of the local tradition

The article defines the concept of folklore and Ukrainian folk song. The author found that despite significant improvements in folk studies, the detailed analysis of folklore part in Ukraine's song culture of the late twentieth – the beginning of the twenty first centuries are not conducted. Also it is argued that variety of folk song culture of Ukraine of the late twentieth – the beginning of the twenty first centuries in the regional context, defined thematic, genre, instrumental, rhythmic and stylistic features. The author investigated the interpenetration of stylistic features of folk songs in the regions of Ukraine.

Key words: *song, folk, region.*

UDC 011(477)

H. Shvetsova-Vodka

UNIVERSAL RETROSPECTIVE INDEXES OF TEXTUAL NON-PERIODICAL EDITIONS AS A CONSTITUENT PART OF UKRAINIAN BIBLIOGRAPHIC REPERTOIRE

One of the major tasks of the ukrainian bibliography is the creation of the ukrainian bibliographic repertoire – the complete summary of publishing products of Ukraine. The theoretical and methodical aspects of creation of the ukrainian bibliographic repertoire were examined in many publications of domestic authors, in particular by V. Y. Omelchuk, K. Lobuzina, I. Lychanova. However, until now there is no the generalized review and description of the given out lately bibliographic manuals which are the constituents of the ukrainian bibliographic repertoire. The article which is offered is dedicated to consideration of the system of universal retrospective indexes of textual non-periodical editions which are the subsystem of the Ukrainian bibliographic repertoire.

Editions of the greatest libraries of Ukraine are described. There are bibliographic indexes, geared-up by the National Library of Ukraine named after V. I. Vernadskyi, National Parliamentary Library of Ukraine, Lviv National Scientific Library named after V. Stefanyk, the Book Chamber of Ukraine; both the collectives of these establishments and prominent by individual Ukrainian bibliographers.

The specialists of the National Library of Ukraine named after V. I. Vernadskyi offered and carried out the program of preparation of bibliographic research “Ukrainian-language book in the funds of the National Library of Ukraine named after V. I. Vernadskyi, 1798–1923” as the first phase of the state's project implementation of national bibliography of Ukraine. The National Parliamentary Library of Ukraine came forward with the initiative of creation of the “Printed erected catalogue of the Ukrainian book in the funds of libraries and museums of the system of Ministry of culture of Ukraine (1574–1923)”. The special way was chosen by the Lviv National Scientific Library named after V. Stefanyk, which gave out “Repertoire of the Ukrainian book, 1798–1916: Materials to bibliography”, which is recreation in the printed type of card index of the Ukrainian bibliographic repertoire, created

in 1945–1948 by the academic libraries of Kyiv and Lviv under the direction of Yuriy Mezhenko.

Every bibliographic manual is described by such parameters: types of documents which are taken into account, chronologic scopes, method of bibliographic description and its features, methods of the bibliographic grouping and location of bibliographic records in divisions, composition of certificate of manual.

It is educed that account of Ukrainian-language editions for the period of 1798 – 1923 carried out with most plenitude. The account of editions which went out in Ukraine in different languages is provided for the period from 1574 to 1917. Most bibliographic manuals are presented both in the printed version and in electronic analogue in the sites of libraries.

However, organization of retrospective national bibliography of Ukraine needs coordination and co-operation of efforts of many participants; application of different ways of search of information about documents; scientific development of pressing methodical and technological questions of creation of manuals of retrospective national bibliography.

Key words: *the Ukrainian bibliographic repertoire, retrospective national bibliography of Ukraine, universal retrospective bibliographic indexes of textual non-periodical editions.*

SOCIOLOGY

UDC 316.344.24: 656.61 – 057.1(477)

N. Glebova**THE BASIS OF THE SOCIOCULTURAL PHENOMENON'S STUDY OF “A MAN OF THE SEA” IN THE CONTEXT OF SOCIOLOGICAL PRACTICES**

The reason for the intensive development of marine sociology is a practical need of a comprehensive study of the specific social formation is associated, in this case, with the sea and marine human activities at all. There is an urgent need of enriching its theoretical and methodological reflection, as in existing empirical research perspectives of Maritime sociology to its methodological selection on the basis of case studies in general prevailed and dominated by descriptive trends. The assigned task requires not only a deeper understanding of the role of the “human factor” for the conservation of marine natural resources, effective environmental management, etc., but also a sociologically informed approach and adequate perspective for the understanding of the subjective mechanisms of formation and mechanisms of the reverse effects of the mental factor “sea” in the mind “man of the sea” on the anthropo- and socio-cultural factors of entire regions.

In the article modern approaches to the sociological study of the specific marine communities and the phenomenon of “people of the sea” with the aim of identifying connections between different levels of their functioning and identifying prospects for further sociological support are studied. It identifies the subject of communications research object marine and coastal regional social subculture as a dynamic element of ukrainian society in the context of social determinism actions as a local goal. With the rationale that there is the necessity of methodological support of the study of the phenomenon of “a human of the sea” to obtain specific sociological knowledge about the mechanisms of functioning and socio-cultural trends in this social sub-system for targeted management.

The chosen approaches provide an opportunity to test and to structure the previous industry developments of a wide range of foreign and domestic researchers with the aim of implementation and development of the research methodology of the society of mental “special” marine areas in the ukrainian social space. The implementation of the tasks will be critical to determine the weight of the factor “a human of the sea” for the ukrainian society in its broadest socio-cultural value, to predict trends and near-term prospects of Ukraine's development as a Maritime community, and effectively use the acquired knowledge in social projects and practices.

Key words: *marine community, the marine social subculture, people of the sea, sea sociology, Ukrainian seaside region.*

UDC 316.776.23

L. Kalashnikova, L. Chernous

THE PROBLEMS OF TRANSFORMATION OF MODERN UKRAINIAN SOCIOLOGICAL EDUCATION

Modern sociology of scientific knowledge as an industry and as a profession requires high-level of professionalism, which is formed due to the training of specialists in this field of practice. Professionalization of sociological activity should be seen as a process of gradual formation of main features of the profession that characterize sociology as a specialized form of training to the definition of the content.

The process of professionalization of sociology has caused the emergence of a new cultural environment, in which the Ukrainian sociologists were able to solve specific tasks, to carry out the search for and study the conceptual, methodological, empirical social problems. At the same time they formed the image of Ukrainian sociology, whose efforts are aimed at increasing sociological culture of the society, stimulating it to self-knowledge and self-regulation as a system.

Sociological culture can be seen not only as a phenomenon of social knowledge, but also as an attribute of personality's development. The main constituent elements of the sociological culture are: sociological thinking; sociological imagination; the ability to take into account the individual and group behaviour as sociological laws exist, you must constantly recurring social communication systems, sub-systems, social communities, processes, institutions and other components of society; sociological knowledge, skills and abilities; theoretical and empirical research.

On this sociological culture needs to be taken care, especially sociologists themselves. However, this culture also includes those components, which are not directly dependent on the social scientists and the society in which these specialists-researchers and operates sociological science live and operate.

The article analyzes the process of professional formation of the Ukrainian sociology, presents the definition of professionalization and the main features of sociology as a profession; characterizes by the interrelation of processes of formation and professionalization of the Ukrainian sociology; describes the sociological determinants of culture, presented the content and structural components of professional ethics in the field of sociological research. The solution outlines problems of development of sociology as a profession that will significantly change its place and role in contemporary Ukrainian society, raises the international status, increases the level of sociological culture of society, significantly improves the quality and diversity of sociological professional training and improves the corporate culture of sociology.

Key words: *professionalization of sociology, sociological culture, professional morality, professional ethics sociologist.*

UDC 316.61:316.4

N. Mazina, N. Skok**SOCIO-ECONOMIC ADAPTATION OF INTERNALLY DISPLACED PERSONS:
APPROACHES TO MEASUREMENT**

Negative trends in the economy of Ukraine, rising inflation, the destruction of economic relations, the lack of real opportunities for the introduction of alternative economic activities inevitably impact on social development indicators, hitting the labour market and in the area of income, that, despite the devaluation of the hryvnia, the stagnation of the banking system and the ongoing military confrontation in the East, created a precedent when large numbers of people simultaneously forced to adapt to swift and brutal reality, balancing on the brink of economic, and sometimes even physical survival. Among leading areas of research of modern Ukrainian society today there are problems of adapting to socio-economic changes, learning new survival strategies and their effectiveness, adaptation of the individual in terms of social transformations, changes of health of the population, psychological defence mechanisms, studying the changes as a factor of motivation and analysis of nature of the relationships between the processes of growing social tensions and social passivity; study of changes in their economic and social consequences; reassessment of spiritual values in crisis and post-crisis society; determination of the prospects of the future.

The urgency of the problem necessitated the implementation of the following tasks: by analyzing the scientific achievements of the problems investigated clarify and highlight the approaches used to measure the level of socio-economic adaptation of internally displaced persons; determine the most effective methods of research and analysis of adaptation processes. Note that the process of transforming the socio-political and economic situation in the country, science and practice requires broad implementation of universal indicators and parameters comparable to other characteristics of social life.

In the focus of the presented work there is the problem, important and insufficiently covered in the domestic scientific literature, - the development of appropriate indicator of socio-economic adaptation of internally displaced persons and criteria for evaluation of adaptation of the individual in terms of social instability, which, in our view, will fully disclose the phenomenon of social adjustment and supplement of this new category of characteristic features. Successful adaptation process at the level of society can be considered as a process of co-adaptation of two complex adaptation strategies - individual and systemic. Signs of the lack of adapting acts are falling living standards, growing social polarization, increasing social tension and conflict in society, increasing emigration intentions. Thus, the socio-economic reintegration of IDPs as objectively necessary process of entering individual in a renewed social environment, which, of course, any personality not only meets their needs and reaches life goals, but also is able to implement progressive changes of the environment.

Key words: *transformation of socio-economic adaptation, internally displaced persons, social well-being, integral index, the level of socio-economic adaptation, social processes.*

UDC 316.728 (477.62) (045)

B. Sliushchynskyi

ETHNIC IDENTITIES IN THE MIRROR OF CONTEMPORARY UKRAINIAN PEOPLE CULTURE IN AZOV

The article analyzes the ethnic identity of the population of Azov region in the contemporary mirror of culture. The author studied the phenomenon of identity and the factors that impact on the character and features of ethnic groups and their mutual manifestation of acculturation and deculturation, assimilation and generation of new specific "Azov-type" social ethnos.

The article notes that international and domestic social science, various theoretical and methodological aspects and outlined problems are researched as fairly active. It addresses such foreign scholars as G. Hofstede, K. Kazmir, K. Klakhon F. Strodbek, E. Stewart, J. Traher, F. Trompenaars, and Hall E.

Recently enhanced role in such an important parameter of ethnic identity - ethnic psychology has made a set of specific traits, mentality and consciousness. This sign advocated the Russian philosopher G. Shpet, who, in his book "Introduction to ethnic Psychology", suggested that we need to study the psychology of the people on the basis of objective comprehension of the meaning of cultural phenomena, which were recorded as typical subjective feelings of the people. According to his concept, "the spirit of the people", people's character symbolizes the meaning and idea of people. In modern ethnology it is an established opinion about the presence of static and dynamic psychological traits of ethnicity: the first is the resistant product of ethnogenesis, others may change, disappear and appear again. Static components include ethnic psychology, ethnic character, temperament, ethnic consciousness and mentality of people.

The ethnic character is a collection of the most distinct personal attributes (physical and spiritual) of mental structure, typical representative of a particular ethnic group. This concept is virtual and generalized, because the mind of every person is individual. Ethnic stereotypes found in nature perception, feeling, behaviour and set not only by self-assessment, but also based on stereotyping traits of representatives of other ethnic groups. This topic affects the research of Ukrainian scientists. For example, P. and B. Pavlenko Gnatenko made a thorough analysis of the philosophical and psychological concepts of value and identity authentication and the main sign of identification is procedural. Therefore, identification is the process of individual socialization, which affects the development of its identity and socialization, it cannot take place without a communicative action. Ukrainian scientists - L. Aza, Vyshnyak O., E. Golovakha, N. Kostenko, M. Naumova A. Handle, L. Skokova, V. Stepanenko, M. Shulga and others - researched the communication in a multicultural space of modern Ukraine. We will try to analyze the problem of ethnic identity on the territory of modern Ukrainian Azov region.

Thus, the purpose of the article is to study the impact of ethnic identities (specific cultural traits, specific ethnic groups) on the state of the culture of the region. Researching ethnic identity in the mirror of public culture of modern Ukrainian Azov region, the author concludes that historical factors influenced on its culture, policies, ethno-national features of people. This all led and leads to "eternal" search of its identity. Therefore, we can conclude that today, on the Ukrainian territory in the Azov region, there is a specific type of social ethos, which represents the modern culture of the society in the region.

Key words: *ethnic identity, ethos, stereotyping, self-identity, acculturation, deculturalisation, intercultural communication.*

UDC 316.422(477)(045)

M. Tulenkov, B. Sliushchynskyi, V. Chepak**THE VALUES OF ORGANIZATION, SELF-ORGANIZATION AND
MANAGEMENT IN THE MIRROR OF SOCIOLOGIC ANALYTICS**

The authors of this article study the concepts and categories of the sociological theories of organization and management, the nature and character of self-governance in transitional societies. The authors argue that the need to speed up socio-economic and political transformation in the Ukrainian society, ensuring efficient use of human and economic potential, enhance self-efficacy factors of social control which caused modern development of society and contributed to the organization and self-management. According to the authors, it is difficult to overestimate the role of scientific study of various aspects of the formation and effective functioning of organizations in the modern Ukrainian society, in which a radical social transformation has appeared, particularly in the areas of social, economic, political and spiritual life. New requirements for the design, construction and activities of organizational units, as confirming analysis, placing first market relations and crisis, moving to different ownership, different business initiatives of people and methods of state regulation and control, changing in global and changing market environment. Therefore, the transition to innovative mechanisms of self-organization of human potential in social administration systems built on modern organizational values, norms and principles, is not for us the most important condition for strengthening and success of systematic socio-economic and political reforms.

The authors argue that research in the field of social organization was originally applied only in nature and concerned primarily problems of rationalizing organizational and management activities. This allowed not only to workout a number of original concepts of production and management, but also gave a strong impetus for the formation of scientific basis of modern management that focuses on the study of organizational problems of a narrower focus. In these studies, the attention was paid mainly to the formal side of social organization, which was treated as a collection of individuals with a certain number of distinguishing departments. However, when it was proved that the informal influence of personal human relationships in social groups on the results of their activities, including primarily the effectiveness of joint work, it was objectively necessary to direct scientific research in the detection of informal organizational relationships that led to the primacy of friendly human relations within a social organization.

The authors argue that if the administration is arbitrary (bureaucratic, insufficient, ineffective), the self-organization overcomes bureaucracy and conservatism by its social system disruption. And given social system (or building blocks) because of conflicts, contradictions and crises must implement to structural and substantial restructuring and engage in the process of updating and further development.

Thus, the results of sociological conceptualization of value preferences of organization and self-management can be an important theoretical and methodological basis for further scientific studies of organizational relationships, actions and interactions, and development of adequate mechanisms of social self-management in a transitive society.

Key words: organization, self-organization, management, organizational values, similarly organizational capacity,; transitive society.

BOOK SHELF



Jankovskiy S.V. Imaginary and real in socio-cultural creation of the world: dialectic of inhomogeneous: monograph / S.V. Jankovskiy. – Mariupol: “Drukarnya Novyi svit” Ltd., 2015. - 288 p.

The monograph provides a philosophical analysis of symbolic production of an image and of shape of the world in the context of a global strategy of perception of the world. The author proves the necessity of unsystematic approach to solving problems of social and cultural influence and social and cultural meanings of perception of the world. Particular attention is paid to value-functional system of perception of the world of phenomena of human existence.

The publication is intended for students, postgraduates, researchers and anyone interested in the socio-cultural phenomenology, history and specificity of national tradition of perception of the world and of art of understanding of the world.



Information and culture in sustainable development of mankind: coll. of works of the Intern. scient.-pract. conf., Mariupol, November 9, 2016 / Mariupol State University; chief editor H. I. Batychko. – Mariupol: MSU, 2016. - 230 p.

The collection of works contains the papers of International scientific-practical conference on the problem of ensuring the sustainable development of mankind, which was held on November 9, 2016. The key theme of the conference was the discovery of the role of media and culture as key factors that can ensure stable functioning of social model in terms of risk. The collection includes abstracts dedicated to research of information and cultural processes in various discourses of social life.

The publication is intended for researchers, teachers and students and all those interested in modern problems of science and education.

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