

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.*

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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. Капытонов [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. Gilyarovskiy 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.

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КОРПОРАТИВНА КУЛЬТУРА ЯК ВИЗНАЧАЛЬНИЙ ФАКТОР КОМУНІКАТИВНОЇ ПОЛІТИКИ ВНЗ УКРАЇНИ

Стаття присвячена розгляду концепції корпоративної культури як невід'ємного елементу системи управління вищого навчального закладу. У сучасних ринкових умовах розвиток ВНЗ безпосередньо залежить від його чітко сформованої комунікативної політики, у зв'язку з цим актуальним питанням є розробка системи управління внутрішніми і зовнішніми процесами.

Комунікативна політика ВНЗ визначає місію закладу по відношенню до комунікативного простору, визначає тактику маркетингової комунікації, яка використовуються для досягнення певної комунікативної мети. В свою чергу, мета комунікативної політики полягати у необхідності здійснення ефективної взаємодії об'єкта комунікації (ВНЗ) з суб'єктами комунікативного простору.

Разом з тим, що сам феномен корпоративної культури, відносно новий, потреба вивчення корпоративної культури ВНЗ обумовлена ще і тим, що на даний момент на державному рівні відбуваються зміни в системі освіти. Це безпосередньо впливає на діяльність вищих навчальних закладів та обумовлює вирішення проблем підвищення конкурентоспроможності, збереження і трансляції культурних цінностей і традицій, необхідності вирішення завдань щодо розвитку науки і освіти та багато інших.

Визначено, що конкурентоспроможність освітніх послуг є категорією багатовимірної і її рівень визначається спільною дією ряду параметрів, що представляють собою конкретні можливості і результати діяльності, які визначають ступінь переваги вузу перед його конкурентами. Також сформульовано, що корпоративна культура є дієвим інструментом стратегії управління персоналом, що забезпечує зростання продуктивності та високої якості освітньої діяльності. Корпоративна культура орієнтує працівників усіх підрозділів на досягнення загальних

цілей, внаслідок чого і підвищується конкурентоспроможність вищого навчального закладу держави та подальша інтеграція української вищої освіти у європейський та світовий освітній простір.

Аналіз впливу основних складових елементів корпоративної культури показав, що цілеспрямований рух до вдосконалення корпоративної культури вітчизняних освітніх установ є перспективним розвитком національної вищої школи, а також удосконаленням підготовки фахівців у вищих навчальних закладах країни в контексті Болонського процесу. В результаті цілеспрямованого руху вперед до вдосконалення корпоративної культури вітчизняних освітніх закладів рівень вищої освіти в Україні підвищується. Це є вагомим внеском національної вищої школи в перспективне майбутнє суспільства та сприятиме визнанню держави Україна серед рівноправних членів Європейського Союзу.

Ключові слова: вища освіта, вищий навчальний заклад, комунікативна політика, конкурентоспроможність, корпоративна культура, освітні послуги.

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ПОСТМОДЕРНІСТСЬКИЙ РОМАН ЯК БАГАТОПЛАСТОВИЙ КУЛЬТУРНИЙ КОД (НА ПРИКЛАДІ РОМАНУ У. ЕКО «МАЯТНИК ФУКО»)

Розглядається постмодерністське світовідчуження представлене у романі «Маятник Фуко» відомого італійського вченого та письменника Умберто Еко.

Зазначено, що постмодерністський роман – це текст, побудований на текстах, багатопластовий культурний код, що потребує зусиль для прочитання. Наголошено, що поняттям «постмодернізм» все частіше визначають стан суспільства в цілому. Постмодернізм проголошує гасло «відкритого мистецтва», вільної взаємодії з усіма старими і новими традиціями. Це гра з цитатами, жанрами і стилями різних епох, зняття різниці між нормативним і ненормативним. Він встановлює партнерсько-ігрові відносини між читачем і автором, а гра та іронія стали невід’ємними якостями сучасної літератури.

Підкреслено, що завдяки іронії роман У. Еко «Маятник Фуко» «стає одночасно і прикладом, і критикою». Іронія в даному випадку – кращий засіб доказу неспроможності претензій ренесансної моделі світосприйняття на роль нової універсальної метатеорії пізнання. Тому основний елемент світовідчуження, що розкривається в романі Умберто Еко, це рівноцінність і рівнозначність усіх тимчасових вимірів – минулого, теперішнього і майбутнього. Причина всіх дискурсів про постмодернізм у кризі класичної моделі континуума, а новітні наукові відкриття та спрага духовного змушують шукати нові шляхи сприйняття часу.

Ключові слова: постмодернізм, постмодерністський роман, постмодерністське світовідчуження, іронія, гра, відкрите мистецтво, культурний код, У. Еко, роман «Маятник Фуко».

Постмодернізм виник у другій половині ХХ ст. у середовищі художньої еліти відкритих товариств західних країн з дуже високим рівнем академічної свободи дослідження гуманітарних проблем (Х. Кортасар, Х. Л. Борхес, Дж. Фаулз, Дж. Барт, Т. Пінчон, У. Еко, Л. Норфолк). Постмодерністський творець – це письменник і вчений