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ORGANIZATION OF HIGHER EDUCATION IN UKRAINE'S
MODERN INFORMATION SPACE

The major historical human error of the state organization lies in the fact that people have always viewed education as a sector of the economy or culture. Neither the former nor the latter is correct because education is not a branch, but a way of human existence, and the basic condition of people's existence, because only education allows people to create and master the tools of production, without which our physical existence as a species is not possible, as it is impossible without the transfer of experience from generation to generation (meaningful or not).

Therefore, the organization of education as a global civilization foundation of the society, including its spiritual production, should be fundamentally based on aspects corresponding to its organizational clarity.

Education doesn't follow the way other industries are supposed to do because they appeared as a result of the social division of labor and specialization. So consequently they can depart as a historical phenomenon, if they do not meet public needs, so thus products are those that are not in demand. After all, education must be considered to be as one of the main conditions of physical and spiritual existence of mankind and should be presented as the main argument for its definition as a self-governing social subsystems.

This understanding is initially important as education is not just part of the social system and its fundamental basis as the process of transmitting meaningful human experience, our sufficient Knowledge, which provide society's information security. It is a prerequisite for its civilization movement.

In this context, particularly, educational institutions are not a simple means of acquiring needed for particular profession expertise, they are perceived as the most efficient means of transmitting the array of scientific and experiential information, certain guarantee of the survival of humanity as a bio-social species. And survival takes place at both national and global levels, as a spiritually meaningful life of any social formation of the perfect organizational principles which should eventually become the sole source of human development.

And therefore managing a national educational system is supposed to be on the basis of universal civilization managerial experience as the basics of management science, and at the same time, the theoretical interpretation of national managerial experience dealing with true management problems of education. This approach should be fundamental in reforming education in Ukraine.

Key words: education organization, management problems of education, national education management, science in higher education.

Background information. The historical human error of its state organization lies in the fact that education is viewed as a separate sector of the economy or culture. Neither the first nor the second is correct because education is not a branch, but a way of human existence, and the basic condition of its existence, because only education enables people to create and master the tools of production, without which its physical existence as a species is not possible, as it is not possible without the transfer of experience from generation to generation (meaningful or not meaningful).

Therefore, the organization of education as a global civilization foundation of the society, including its spiritual production, should be based on the fundamental principles, which today correspond to its organizational clarity.

Education as a fundamental pillar of the human society cannot follow the way other industries are supposed to do. In their historical process of evolution they appeared as a result of the social division of labor and specialization, and still viewed as a historical achievement. In case they fail not meet public needs, their products are not in demand. After all, education must be considered as one of the main conditions of physical and spiritual existence of mankind, should be presented as the main argument for its definition as a self-governing social subsystems.

The right understanding of this approach is crucial because education is not just part of the social system and its spring basis as transmission meaningful experience of mankind, it implies sufficient knowledge, information security of the society as a prerequisite for its civilization movement.

In this context, particularly education – is not a simple process, educational organization for a certain kind of professional activity, and the most efficient means of transmission array of scientific and experiential information, certain guarantee of the survival of humanity as a bio-social species. And survival at both national and global, as a spiritually meaningful life of any social formation of the perfect organizational principles which should eventually become a single source of human development.

Objective. In this context, educational self-organization of Ukraine, the definition of an adequate history and present knowledge systems, reliance on them in the Reformation of activities, including education as its basic element are, in fact, decisive for the Ukraine's issue.

Therefore, the professional preparation of future faculty is to be considerably based on the understanding that management of national education is to be based on civilization management experience as fundamentals of management science, and at the same time, the theoretical interpretation of national managerial experience in and out of this vision.

Therefore, management activities in education should be based on the principles of generally accepted civilization management to absorb everything that increases its effectiveness.

Analyzing recent publications and research. First of all, it should be noted that the Bologna's process sets generally accepted civilized principle of the existence of modern educational system itself, which provides building a society based on knowledge. This principle is known OECD constructed in the so-called system of lifelong learning, and formulated the role of universities as the main scientific and management centers, including the preparation of measures to create a so-called knowledge society. This means that «The concept of LLL» is focused on a person in the context of her employment and active citizenship. In this sense lifelong learning is based on the demand of the labor market, not the proposals from vocational education» [Stepko, 2004: p. 22].

The problem of knowledge management in this context is extremely important, and it is necessary to identify organizational measures aimed at ensuring the basic background of providing expertise, particularly as they struggle with fragmentation and exponential growth. «Such approach (fragmentation – O.B.) is overwhelmingly exploited by mass media, aimed at bombarding us with pieces of information. In result we obtain the information without thinking it thoroughly over and profoundly analyzing. Nowadays mass media have undoubtedly become a powerful means and instrument of cultivation society's outlook and opinions. That's why the process of generating, eliciting and verifying the content of information aimed at the public is supposed to be strictly regulated and supervised by social institutions» [Vladlenova, 2009: p. 34].

With reference to this point of view we should mention that one of the fundamental approaches to effective knowledge management should be some kind of blending of science and education, which is just within research universities. These universities are initially to be aimed at providing a stream of scientific and practical information and continually improve this level of research that aims to maintain the system of continuous education within both national and European space [Pro vstanovlennya..., 2008].

Another fundamental and strategically important issue for the Ukrainian system of education is a joint action to streamline the system of training of managers at all levels and areas. The Communication Conference of Ministers of Europe responsible for higher education, emphasizes the need to develop both national and European qualification norms relating in particular management training [Zagalnoevropeyskuy prostir..., 2005].

Paying attention to the specialists training in the field of public administration professor T. Kravchenko in his article «The principles of the system of continuous education in public administration» writes: «This especially important principle considers establishing legal consequences for those who have been trained, retrained and upgraded his or her qualification. This principle should be expressed in the new Law of Ukraine «On State Service» on the relationship of learning outcomes in one form or another and promotions. The development of social relations and scientific knowledge in the modern world is being carried out so rapidly that theory, views, concepts, forms

and methods of work that are advanced today, tomorrow will be much more outdated. This problem raises not only continued, but also advanced teaching. The necessity of creating a new system of professional education of civil servants is due, primarily, to the strategy and content of radical transformations occurring in the country in which the role of the personal factor, scientific knowledge, professionalism and competence of staff of state apparatus is increasing. We believe that continuous professional education ahead of public officials is a response of the education system to the social order of the state and society. A model of anticipating vocational training of civil servants is a system of modern ideas and preferences, values and attitudes, principles, organizational and technological priorities that are extremely relevant in Ukrainian and world educational situation, challenges and threats of the XXI century» [Pidgotovka fahivciv..., 2014: p. 11].

For managers this vision of education is particularly important as a professional manager's competence is determined by his or her level of education, the mastery of obtaining more qualitative information (experiential, scientific, etc.) especially in the decision-making process and the organization of entity's activity. we shouldn't also forget the fact that people who are supposed to run and manage education should possess this vision and make a fundamental step forward in defining its role in today's social development, particularly in the process of Ukraine's transition to a new system of social quality.

The fact that Ukraine lagged behind this vision in socialist times is evidenced by the fact that it artificially narrowed the natural flow of information civilization through its ideological use. It immediately appeared after the collapse of the Soviet Union in fact the emergence of progressive adopted humanity forms of informative stream - creating schools that started training specialists in modern professions built on an unlimited mastery of the necessary information in order to be able to perform modern types of production and other activities.

The main research outcomes. In terms of the language of management science such formulation of the problem means that the knowledge of the essence of social relations in which we live requires selection of adequate organizational forms of relationships. When is it easier to set this essence? It is interesting to understand that where it is the right time to determine its essence when we studied public relations so that we can be confident that their knowledge ensures a free orientation in organizational mechanisms of social relations and the theoretical possibility of normal functioning and their development.

The creation of a new social system of Ukraine is mainly possible through resolute management energy which involves the creation of a modern system of democratic education as self-sufficient for the preparation of modern specialists possessing scientific and practical information. It can appear only within this system, since scientific research here is a constant and direct contact with the object of education, including education management and governance.

The latter requires specific approaches, extraordinary thinking skills, as more convincing scientific results not only for the organization of science in the modern higher education system, but also frank emphasis on the real possibilities of public and private schools to provide themselves with the necessary scientific information, especially management.

This management training today is crucial because not only the Ukrainian economy and Ukrainian society in general can objectively enter the modern global civilization through a reasonable level of self-organization in all areas of public life, thus it will transform the organization experts, mainly managers, into determining the future of Ukraine profession.

According to the analyzed role of management Corps of Ukraine we should raise the issue of management training at all levels. It should be a prerequisite for any occupation of managerial positions. This is even more necessary today in Ukraine, and in comparison to general management training, education as a whole, which does not meet the society's objectives. It happens so because there is a certain tradition, the historical experience and example, which today does not account for real status of information, which an expert on governance must possess for effective influence on the object of any appointment.

In this context management science and practice should be the object of special attention of the political, economic and cultural systems of Ukraine's training specialists.

Spontaneously this attention already exists, but it does not imply any certain organizational supports, as evidenced by uncontrollable process of organizing various educational institutions that use the global management science, global managerial experience, which is probably due to the state of affairs which does not bring the desired for Ukraine results .

Therefore, today Ukraine requires the right breakthrough in knowledge-intensive management; it is supposed that multidisciplinary research universities are to bear the responsibility for training specialists in the management of various spheres of social production.

Such structures, their scientific and educational potential should be made to perform a dual task: practically prepare professionals to manage and simultaneously perform no less, and perhaps even more important for Ukraine goal – to be the center of research in management, with appropriate structural changes in its functions, staffing, financing options and more.

Considering the above mentioned ideas, the concept of the practical part of the research activities is proposed, the meaning of which can be described in the following main theoretical and applied positions.

For the purpose of scientific research universities should start with setting a conceptual vision in the country, based on the general thesis that Ukraine significantly needs a theoretical development to the general civilization indicators of life, that is a social organization in which the system methods, management principles and management science in general, were quite effective

for intersystem withdrawal from the crisis. Financing (partial) state expenditures on these activities (or rejection of it) should not be perceived as a crucial condition for success, as the country is in an urgent need of this knowledge, it may cause profitability of this activity, of course, with appropriate marketing support.

The organization of research universities is supposed to be arranged on the principles of real (potential) performance (economic, political, cultural) of this product.

Such efficiency should be ensured due to calculated needs of Ukraine as well as potential customers abroad. The technological background of this provision is created corresponding to a normal (market) publishing business, or business needs to provide some orders for scientific and practical proposal. The main thing in this regard is the quality (urgent need) of scientific developments both in the form of publications, as well as scientific research. Moreover it is assumed that it should put forward recommendations on this basis to manage certain customers (businesses, government agencies, etc).

One of the spheres of the research universities should be connected to the development of conceptual foundations of organizational structures of education, including the creation of theoretical and practical models of specialists preparing educational institutions of the country and conform to the model training programs of certain specialties, determine their scientific and practical sense . And the proof of this sense should be carried out only in the system of disciplinary courses, which requires not only a certain specialization, but also its development in modern Ukraine, so that the students receive scientific knowledge that would require creative approach not only to him, and to its use in their production environment.

In this regard, the research university is the institution in which the faculty-researcher is the core of knowledge and information flow. Saying the managerial language the faculty of the research university is the main element of scientific information process that not only leads to complexity management, particularly at the level of its educational component, but also generates significantly different approach to the management of the education system as a whole. This means that there should be an access to quality parameters directly research activities of the faculty, the university leadership is almost a decisive factor impact of this activity on the development of science in research universities. Programming of research the university as a management function is in connection with the new state of the new social system, including management, it also should take into consideration personal traits of the faculty. Moreover, this feature can be very effective if it is assigned to the department, which alone can implement it.

Management activities in higher education is significantly complicated, as it requires the creation of appropriate to the time creative and technological conditions for the most effective scientific information flow. Departments have

to work in depth on the problem of the organic connection of all scientific disciplines, their combination of direct professional training what is seen as the most sophisticated and effective way of forming significant new features of science, their inclusion in the scientific information structure training.

Any scientific information, including management, should become a tool for future specialists in solving complex problems of the modern society, because sometimes it seems that the media, their analysis, looking unlike research have much more effective in today's social-media space. This problem seems to be increased attention not only scientists but also managers of educational and research institutions.

We should separately focus on the preparation of state management specialists in Ukraine, as it should be not only a professional (although this is certainly a problem, namely large claims by Ukrainian scientists on their training), but also an intelligent organizational form. It means that the system of government must be highly technological focusing on management intelligence the nation should have, which is necessary to the society, power of knowledge.

Conclusion. Thus, the philosophy of civilization holds that at the present stage of humanity we should consider its social and cultural development as the global values of human civilization, where specific content becomes a universal - general civilization (of the total product of specific advanced civilizations). Originality, particularly in Ukraine, implies the peculiarity of motion common to all peoples of the world through, built on the knowledge of their identity, assessing potential traffic to social and civilizational system condition.

Because the power of his knowledge of organizational management system should influence the general civilized movement of the Ukrainian nation, the fundamental principle of which should be: the creation of new knowledge-based social system through the rule of law, through its highly professional and intellectual energy. This energy must be understood by Ukrainian scientists, because it is seen as a deep tendency to create the necessary administrative, organizational energy on the way to a new social system.

The place of higher education in the process is extremely significant, especially in scientific and information potential in defining civilization of each nation defined itself be the problems. Science, especially management, has become the main source of professional power of solving complex problems of society, just as it is the practical knowledge where practical means high efficiency, without which no specialist competence is possible.

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ART AND VISUAL ART EDUCATION IN THE DEVELOPMENT OF A CREATIVE PERSONALITY.

Пріоритетним завданням державної політики в галузі освіти в сучасних умовах є формування і розвиток творчої особистості. Мистецтво як можна краще призначені для активізації фантазії та уяви учнів. Роль мистецтва у формуванні творчого потенціалу особистості полягає в його поліфункціональному впливі на свідомість підростаючого покоління. Саме тому завдання педагога образотворчого мистецтва полягає в тому, щоб створити атмосферу свободи, спонтанності і бажання творити.

Ключові слова. Візуальне мистецтво, творчість, методика, художнє виховання, естетичне виховання, стандарт візуального освіти.

Приоритетной задачей государственной политики в области образования в современных условиях является формирование и развитие творческой личности. Искусство как нельзя лучше предназначено для активизации фантазии и воображения учащихся. Роль искусства в формировании творческого потенциала личности состоит в его полифункциональном воздействии на сознание подрастающего поколения. Именно поэтому задача педагога изобразительного искусства заключается в том, чтобы создать атмосферу свободы, спонтанности и желания творить.

Ключевые слова. Визуальное искусство, творчество, методика, художественное воспитание, эстетическое воспитание, стандарт визуального образования.

The formation and development of a creative personality is a priority for the state education policy nowadays. Art excellently activates the imagination of learners. The role of art in the formation of a creative potential of an individual is that of multifunctional influence on the learner's mind. Thus, it is the mission of every art pedagogue to create an atmosphere of freedom, spontaneity and creativity.

Key words. Visual art, creativity, method, art education, esthetic education, visual education standards.