

сохранить причастность конкретной дисциплины к гуманитарному циклу наук, к гуманитарной культуре. Философское мышление является показателем научной эрудиции, системного видения объекта, а также предоставляет возможность прогнозировать его развитие.

В свою очередь социология, экономика, право конкретизируют философское видение социального целого, фокусируя внимание на моментах превращения общих закономерностей в особенные явления, в конкретные формы. Абсолютизация особенного, его противопоставление общему (общей тенденции развития) приводит к серьезным просчетам в стратегическом управлении.

Также необходима философская теория общества социологии при получении выводов и обобщений из эмпирических исследований. Иначе они будут «сведены» к простой интерпретации коллективного сознания, не поднимаясь выше обыденного знания.

На основе принципа толерантности (объективный и субъективный методы, надличностное и личностное знание, объяснение и понимание). Философия станет открытой системой, но сохранит при этом свои традиционные проблемы, методы, целостное восприятие мира.

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MANAGEMENT OF SOCIOCULTURAL ACTIVITY: A NEW TYPE OF INVOLVEMENT

The article examines the management of sociocultural activity as a system activity of sociocultural sphere management. We study the problems of management of sociocultural activity of the modern Ukrainian society. We examine the involvement of the Manager of sociocultural sphere to activity aimed at development of a creative potential of a personality.

Keywords: *management, control, sociocultural sphere, sociocultural activity, creative work,*

manager, Manager of sociocultural activity, management of sociocultural activity.

МЕНЕДЖМЕНТ СОЦІОКУЛЬТУРНОЇ ДІЯЛЬНОСТІ: НОВИЙ ТИП СОПРИЧАСТНОСТІ

В статті аналізується менеджмент соціокультурної діяльності як системна діяльність по управлінню соціокультурної сфери. Изучаются проблемы менеджмента соціокультурної діяльності сучасного українського общества. Рассматривается сопричастность менеджера соціокультурної сфери к діяльності, направленной на развитие творческого потенциала личности.

Ключевые слова: *менеджмент, управление, соціокультурная сфера, соціокультурная діяльність, творчество, менеджер, менеджер соціокультурної діяльності, менеджмент соціокультурної діяльності.*

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У статті аналізується менеджмент соціокультурної діяльності як системна діяльність з управління соціокультурної сфери. Вивчаються проблеми менеджменту соціокультурної діяльності сучасного українського суспільства. Розглядається причетність менеджера соціокультурної сфери до діяльності, спрямованої на розвиток творчого потенціалу особистості.

Ключові слова: *менеджмент, управління, соціокультурна сфера, соціокультурна діяльність, творчість, менеджер, менеджер соціокультурної діяльності, менеджмент соціокультурної діяльності.*

The English-Russian dictionary considers «management» as "control".

The term "management" is synonymous with the term "control", but it is not a literal understanding. You can control not only the plant, but a car or a rocket. Management is always managing people. And it is a person (not a computer or a traffic light) who controls. Therefore the term "automatic control" is widely used, but it is meaningless to talk about "automatic management".

The term "control" refers to a set of coordinated activity aimed at achieving set goals.

The term "management" has several meanings. Let us examine them.

1) The process of control is called management, with all of its functions, methods and means. Management process involves the performance of certain functions. Such as forecasting, planning, development of organizational structures, command, coordination, stimulation (motivation) of activity, monitoring and analysis. Management integrates the various components of management activity into a coherent whole.

2) Management is a governing body, such as a set of units of the administrative apparatus, which unites managers. In other words, management the organizational structure for managing a particular company, region, country is called management.

3) Management is understood as a category of people who are professionally involved in the management, work in positions within the administrative apparatus.

4) Management is a scientific discipline devoted to the problems that arise when people manage people. In Ukraine, Management is generally regarded as one of the economic sciences, which is not quite true.

5) Management is not only a science, but also the art of governance. Management science gives general guidelines rather than specific instructions for each particular act of management. The actual management, particularly the operational is more art than science. Managers need not only knowledge, but also an intuitive understanding of the people he governs.

All of the understandings of the term "management" (and their number can be increased significantly) do not contradict each other. On the contrary, they are closely related to each other and reveal different sides of the discussed concepts.

We will focus on understanding management as a system of control, ensuring the successful operation of a wide variety of social and cultural institutions, based on the development of the creative personality in its sociocultural activity.

The focus of our activity will cover the areas of sociocultural sphere.

The sociocultural sphere is a complex, ambiguous concept. In the context of this work it is important **to analyze the sociocultural sphere** as a set of institutions and enterprises performing sociocultural functions of importance for the sociocultural level of the whole society. Under this interpretation a certain list of enterprises falls into the sociocultural sphere - various entertainment centres, theaters, libraries, clubs, museums, restaurants, discos, a hotel complex, a tourist complex, etc.

The activity in sociocultural sphere is carried out by organizations, institutions, enterprises, different departments (state, municipal, private, non-governmental organizations) and forms of ownership, as well as individuals.

Today, **the sociocultural activity** can be considered as an independent subsystem of the general system of socialization, sociocultural upbringing and education of people. It is the most important function of state and non-state structures, the scope of application of efforts of social movements and initiatives, means of spending free time by various population groups.

The tasks and the specific content of sociocultural activity are not immutable once and for all. They reflect the dynamics of social life, being dictated by its needs, peculiarities of social and cultural development.

Proceeding from these features, we will try to highlight the most important features and trends in contemporary sociocultural situation in Ukraine.

The change in attitude to the leisure itself is considered especially important: the recognition of its intrinsic value, exemptions from narrowly utilitarian orientation to the reproduction of the means of recreation effective, high-performance employee.

Today, in view of the ATO, the economic crisis, rising unemployment, a significant decline is being observed, negative trends are sharply marked, there has been a large number of serious problems.

As a result of chronic underfunding not only museums, libraries, clubs and other such leisure establishments are experiencing difficult times. A number of center-forming social institutions are in the state of crisis, namely: education, culture, childhood and some others. In addition, disrespect of society and of a number of social groups to the laws and regulations significantly increased.

However, we cannot agree with the statements of some scientists, that the role of art in contemporary life has declined. We can even talk about the reverse process of increasing the value of art in modern fluctuation-negative reality. But interest in certain art forms, requiring from the audience certain intellectual activity and aesthetic sophistication, actually fell. The general trend to "decline" of the culture, its displacement by mass culture are accompanied by erosion value hierarchy in the intellectual sphere.

Today, the elite of the middle class in the traditional sense (school teachers, artists, doctors, psychologists, engineers, researchers, university professors, lawyers, museum and library workers and others) found themselves not only financially, but also morally in a rather humiliating position. They needs social assistance and protection, even though in the popular sense the disabled, disadvantaged contingents and marginal groups are considered to be the object of social concern.

In this case we are talking about the category of people relatively affluent, well-educated, having rather high spiritual potential, whose interests need defense of a special kind - the sociocultural one, as these people found themselves in a situation of progressive narrowing of cultural space of their life activity.

Sphere of leisure, as it is known, is the sphere of free choice. So specialist skills in organizing leisure activity become crucial in this situation: whether he will make the value of culture and the arts attractive to the individual, whether he can awaken interest to them?

It must be understood that today the manager in the sociocultural activity in the Ukrainian

society is in a much more complicated situation than the above-mentioned representatives of the upper class. After all, he will have to prove his necessity, usefulness. And public mistrust only worsens the situation.

In general unflatteringly characterizing the contemporary sociocultural situation, we note that the matter is not only in the preconceived selection of only negative points. Future managers of sociocultural sphere need a clear understanding of its problems and the conditions under which he will operate. He should be able to realistically assess the difficulties he will have to overcome, and be clearly cognizant of the whole range of its **tasks**.

We name those tasks which are dictated by peculiarities of contemporary sociocultural situation and which specify the main directions and content of sociocultural activity:

- to resist the devaluation of culture, "erosion" of criteria for assessing its values, to contribute to the preservation of cultural continuity between generations;
- to ensure sociocultural protection of rights of people to access to high art samples, to satisfy their spiritual needs, the right to personal cultural identity;
- to create the conditions for meaningful leisure activity and developing of population, the realization of their right to art education and creativity, to enhance the leisure culture of each person;
- to stimulate the development of social activity and initiative in the creation of various amateur formations in the field of leisure, to provide competent and effective support and assistance to amateur associations;
- to provide a differentiated approach in working with different age and social groups, including those with culturally advanced contingent ensuring implementation of its intellectual and culture, creativity;
- to use promising and popular among the population forms and means of organization of leisure activity of social and cultural work more effectively.

Management in sociocultural sphere is of particular interest to us.

Firstly, because of its technological content that reveals the richness of management in general - as already mentioned, a variety of firms work in the field of culture.

Secondly, the prospect of such a review are important for understanding the possibilities for cooperation with the cultural sphere of other spheres of business activity. The main feature of management in the sociocultural sphere is that the money earned in this area mostly is not based on a simple commerce, but through fundraising from interested donors: sponsorship, patronage and charity.

Thirdly, another factor is even more obvious, it is the growth of requirements to management competence of specialists and workers of sociocultural sphere.

Business and culture in today's society are "chained", they suggest and complement each other, they are inconceivable without one another.

The characteristic features of management. Typically, the specificity of management in the sphere of culture is associated with features of "intellectual production". "Products" of such activity are not so much of a real character, as related to the phenomena of consciousness (perception, understanding, etc.), they do not lend themselves to direct account, storing. Their production often coincides with their consumption (watching a play, a movie, listening to a concert, reading books, etc. The book that is not read, a picture that is not watched, etc., they are not the artistic values). Moreover, unlike the products of material production, destroyed during consumption (boots wear out, the apples are eaten), cultural values in the process of consumption increase their value (the more people read the book, saw the picture, heard the concert, etc. the higher their social significance).

However, under the cultural services not only the services directly to visitors are now possible and necessary to be understood, but also to donors ready to provide resources and support that activity. The cultural sphere is mostly the sphere of non-profit activity. The main feature of management in the field of culture lies in the fact that the money in this area comes primarily not from commerce, but on from raising funds, involving the interests of the most diverse forces and

authorities: the authorities in charge of budgetary funds, sponsors, charities and other income. Non-commercial activity does not mean "unattractive" for business. Worldwide, a non-profit sector is one of the most rapidly developing sectors of the economy. Moreover, the non-profit activity has a more general nature, it may include a commercial as a part. For example, the museum may be engaged in entrepreneurial activity, opening souvenir production, printing shop, repair shops, etc.

These circumstances impose their peculiarities on marketing of non-profit activity: it is multi-dimensional, in contrast to traditional marketing in the commercial sphere. For example, in the non-profit field the subject of effective demand (the one who pays the money) does not often coincide with the direct consumer (client). Thus, the typical consumers of services in the socio-cultural sphere are children, teenagers, young people and pensioners. Working with them, obviously, is necessary, but who should pay for these services? Often these are not themselves. Management in the sociocultural sphere can be only in the creation of organizational and economic conditions for the sociocultural self-development.

All these features of modern management of sociocultural activity that are a natural expression of the action of internal development trends of management, significantly bring it to the sphere of culture and the sociocultural sphere in general. These circumstances impose new and innovative requirements for the competence and professionalism of the modern manager.

The specific nature of the management of sociocultural activity obliges to be particularly attentive to the creative activity that permeates all types and directions of sociocultural institutions.

Creativity is understood by us as a process of human activity producing qualitatively new values, ideas, ideals and foundation of man himself as a creator. In the creative work all the spiritual forces of a man take part, including imagination and skills acquired during the training and practice, implemented in the realization of a creative design.

Most professionals working in the of sociocultural field, can be attributed to the number of people of creative professions, but the other part of professionals who work in a certain way regulated by the rules, is solves problems in situations with a certain degree of creativity. Creativity is manifested here in the work of creating new information, new non-standard methods involving self-organization of personality.

We note that the ongoing changes in the sociocultural system of the Ukrainian society are temporary and can be reduced mainly to structural reforms. Meanwhile, of course, a radical reorientation of the principles and mechanisms of its development is required. New approaches in the work of sociocultural systems can provide:

- development and introduction of real economic mechanisms in practice and development of sociocultural sphere, consisting in: targeted budget funding; tax incentives to encourage the development of sociocultural spheres; development and implementation of regional, national and international development programs, taking into account the sociocultural spheres of socio-economic, mental, spiritual, moral and other conditions and circumstances;
- organization of the legal system to ensure the development of cultural independent process, its pluralism with guarantee against monopoly power from the side of departments;
- transition from prohibiting management model to stimulating;
- transition from the regulatory control methods to management methods of self-organizing cultural processes;
- transition to a regulated market of culture, protected from monopolization both with legislative means and economic incentives of a variety of cultural products.

The solution of this complex of problems depends on how each person will have a real idea of the true state of the culture, because only this will give an opportunity to change attitude towards its state.

Essential in solving this problem is the cultural policy of the state, especially its value reference points. Therefore it is important to provide active and extensive activity aimed at finding optimal solutions for the development of management of sociocultural activity, which should:

- develop a real, without myths and dogmas, concept and tools of culture in the modern city and the generally in the society;

- define the role of national culture in the world culture and the modern world;
- develop a theoretical model of state involvement, creative unions, public organizations, system of education, personality of culture worker and personalities in the development of the national culture;
- identify the deterrents in the cultural sphere, to develop a concept to overcome them;
- provide science-based course of action for the manager of sociocultural activity.

We see the key role of the manager in the management of social and cultural activity. **The manager** is considered as a person who is professionally engaged in management activity, has the authority to make management decisions and ensure their implementation, he is focused on the development of the creative personality.

But the manager of the sociocultural activity seems to us as a new type of leader. Professional appointment of the manager of sociocultural activity is the implementation of the following activities: managers of departments and committees of culture, the manager-administrator at all levels of management of clubs, amusement parks, cinemas, leisure centers, folk art centers, tourism and youth centers, social rehabilitation centers, physical culture and sports centers, nightclubs, casinos, state, commercial, private and other institutions of sociocultural type.

The manager of sociocultural activity must possess a high level of professionalism in the field of contemporary sociocultural management, marketing, and have a high level of general culture and erudition. Hence we can offer a definition of the manager of sociocultural activity as an administrative personality that is driven by the growth of the creative potential of all subjects of sociocultural activity, having a high level of general culture and erudition, who knows how to manage people and sociocultural processes in the context of social and cultural transformation, fluctuations and strain of modern society.

In these circumstances there is quite an objective need for training not only of such management professionals, as managers of sociocultural activity but art managers, exhibition and presentation managers. We emphasize that this is not a new specialty, and the in-depth specialization in the mentioned activity of undergraduate students claimed by the Ministry of Education of Ukraine as a "manager of sociocultural activity."

We believe that the manager of sociocultural activity can be considered professionally qualified if: he has a fairly high level of education, both broad and specific knowledge in interests of their professional activity; he has the necessary skills, abilities; he has the organizational skills.

In addition to the stated requirements of the managers of sociocultural sphere should meet a number of requirements due to the peculiarities of the sociocultural activity and specific subjects, namely:

1. The sociocultural environment emerging in society, gradually transforms from environment of consumption into environment of involvement, engagement and human development, causing the need of formation and development of a special type of management - management involved in the development of the sociocultural environment and social organization.

2. Professional competence manager of a new type of involvement in the development of society is determined by its orientation to cultural and creative activity with people's abilities to public activity, improvisation and creative self-expression, his possession of panoramic thinking. We understand panoramic thinking as the quality of thinking is characterized by the breadth of the individual ideas directed to the manifestation of heuristic capabilities itself and others.

3. Sociocultural management and production processes in this area are not manipulation of the mass of indifferent people but harmonious activity, which is based on spiritual principles, personality, man-creative resource that represents a set of organizational relations, oriented to a specific sociocultural activity.

4. Based on the fact that the sociocultural sphere has gained today the character of both non-profit and commercial activity, the manager of sociocultural activity shall be economically and legally a competent expert, and his activity relates to the laws of the cultural-historical and contemporary processes of the human experience of communication and interaction.

5. Since in the sociocultural field the key figures of the production process are mostly people

of creative work, the process of regulation and coordination of their activity should be based on motivational and stimulating factors.

6. The lack of tight control from above, non-interference and freedom of activity involve certain quality standards that in the conditions of modern Ukrainian society may not always be up to the world, but must meet the demands of consumers.

Having comprehensively analyzed the requirements for managers of sociocultural sphere, we can identify **the management of sociocultural activity** as art and science, aimed at studying the management of other people, sociocultural processes and sociocultural spheres on the basis of a set of coordinated sociocultural activities on the development of the creative potential of the individual, based on the standards of freedom of activity.

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ПОСТМОДЕРНІЗМ ЯК ЦІННІСТНЕ ПІДГРУНТЯ ДУХОВНОЇ КУЛЬТУРИ УКРАЇНСЬКОЇ МОЛОДІ

У статті досліджуються ціннісні підвалини постмодернізму в контексті розвитку духовної культури української молоді. Аналізується специфіка соціалізації та самореалізації української молоді.

Ключові слова: *постмодернізм, цінності, духовна культура української молоді, соціалізація, самореалізація, трансформація духовних цінностей, соціокультурне.*

ПОСТМОДЕРНИЗМ КАК ЦЕННОСТНОЕ ОСНОВАНИЕ ДУХОВНОЙ КУЛЬТУРЫ УКРАИНСКОЙ МОЛОДЕЖИ

В статье исследуются ценностные основания постмодернизма в контексте развития духовной культуры украинской молодежи. Анализируется специфика социализации и самореализации украинской молодежи.

Ключевые слова: *постмодернизм, ценности, духовная культура украинской молодежи, социализация, самореализация, трансформация духовных ценностей, социокультурное.*

POSTMODERNISM AS A VALUE BASE OF SPIRITUAL CULTURE OF THE UKRAINIAN YOUTH

In article the valuable bases of a postmodernism in the context of development of spiritual culture of the Ukrainian youth are investigated. Specifics of socialization and self-realization of the Ukrainian youth are analyzed.

Keywords: *postmodernism, values, spiritual culture of the Ukrainian youth, socialization, self-realization, transformation of spiritual values, socio-cultural.*

Актуальність даної теми полягає, перш за все, у науковій новизні вивчення постмодернізму з позицій соціокультурного підходу та аналізом постмодернізму як ціннісного підґрунтя духовної культури української молоді. Проблема не обмежується будь-якою сферою, але перетворення соціокультурного простору, трансформація духовних цінностей створили можливість переходу, так би мовити «стрижку» від індустріального