

СОЦІАЛЬНО-КУЛЬТУРНА РОЛЬ МУЗЕЮ У ФОРМУВАННІ ОСОБИСТОСТІ

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THE SOCIAL AND CULTURAL ROLE OF THE MUSEUM IN THE
FORMATION OF PERSONALITY

Relevance of research. Modernization of cultural life in the early twenty-first century is reflected in the museum field, embodied in the innovative concept of its own development. The museum as a social and cultural institution today is mainly seen as a category of cultural studies and museology. However, the museum is connected directly with the social and cultural interactions. It carries social and cultural potential. The system of interaction mechanisms between museums and other social institutions is not well built at the moment.

Museum's need as a social and cultural institution should be formed through with a glance of the degree of preservation of the cultural heritage of Ukraine and serve in the spiritual formation of young people, nurturing of patriotic qualities. From this perspective, the theme of the article is relevant.

Conditions of problem's scrutiny. Scholars professional interest to different kinds and levels of impact on the spiritual and moral and patriotic state of youth is quite high. The origins of problem solutions in branch of spiritual and moral formation of the individual is being found in ancient philosophy, especially in the works of Plato, Socrates, Aristotle, and in the writings of the Roman Stoic Marcus Aurelius, Seneca; thinkers T. Campanella, John Locke and others. They tried to explain the nature and spiritual nature, to discover the meaning and nature of absolute spiritual values and ideals, the most typical personality of the time. Aristotle first formulated the idea of relative psychological state of a person who has a cognitive activity and intelligence.

In pedagogical writings Ushinskogo K., G. Vashchenko problem of spiritual and moral, patriotic personality development associated with free national education, the emergence of a creative nature and character, where the main spiritual principles are transhumanisitic or/and christian.

The development of the human mind were constantly in the spotlight of leading representatives of Ukrainian culture - V. Antonovich, B.Grinchenko, Hrushevskoho IMDragomanova, M.Kostomarov, MA Leontovich, Mykola Lysenko,

King James Version, H. Skovoroda, V. Sukhomlynsky, L. Ukrainian, Ivan Franko, Taras Shevchenko and many other thinkers.

An important role in the formation of personality have played works on museology by M. Adams [1] A. Bakushynskoho, I. Grevs, B. Lord [11] A. Razhona; museum pedagogy - Bartrama N., A. Danyluk [3] N. Heynike, A. Zelenko, A. Kirpanj [5] G. Kudrino [10] E. Medynskoho, J. Meksina, B. Raikov, M. Insurance, Fedorov [13] N. Flerov, F. Schmitt, M. Yuhnevycha; educational function of the museum, its place in the reproduction of culture and socialization (E. Akulych, A. Bezzubova, Y. Zinoviev, J. Ivanov, G. height, S. Maysevych). The museum as a social and cultural phenomenon and as a form of existence of culture from the position of museum communication considered in S. Bonami, D. Cameron, M. Khan, D. Ravinkovycha. Experimental Basis of pedagogical innovations in the "museum-education-personality" represented by the works of E. Vanslovoyi, M. Hnidovskoho, A. Platonov, L. Shilov.

The study of spiritual and moral formation of personality is devoted to the work of the authors, who examines this phenomenon from different perspectives. However, despite the great scientific experience, the problem of spiritual and moral qualities of the young in conditions of modern museum, as well as the relationship between socio-cultural activities of the museum as a result of the dynamics of social and cultural functions of the museum requires substantial educational research.

Results and discussion. Today in the conditions of warfare in the east of our country a priority throughout the educational sector is to develop in youth the knowledge, beliefs, socially significant qualities of love for one's homeland, value attitude to Ukrainian national idea, symbolism, history and culture. Social and cultural activities museums can effectively influence the formation of patriotic, spiritual and moral qualities of youth.

Research of the museum as social and cultural institution, the University Museum, Museum School, etc. is defined by [4; 10]:

- the need to study structural elements of the new museum, which appear in the expansion of its social and educational function;
- the need to use socio-cultural approach to theoretical and methodological research on the socio-cultural activities of the museum;
- the need of analysis, prediction and explanation of the processes of interaction of the museum and society in the formation of spiritual and patriotic qualities of youth;
- the need to analyze the social and cultural activities in the museum during the emergence of the modern museum practices and socio-cultural technology;
- rethinking of social and cultural functions of museums of various levels and areas to ensure continuous transmission of values and shaping the spiritual and moral and patriotic qualities of youth;

- consider use of socio-cultural activities of museums in the context of globalization and the introduction of information technologies in education;
- Impact museums to provide national identity and spiritual and moral self-determination of youth with the realities of war in the east of Ukraine and attention to it in the modern world.

Experience shows that the socio-cultural activities of the museum can effectively influence the formation of spiritual and moral qualities of youth. The role of the modern museum in the formation of personality depends on [6]:

- the nature and specific of social and cultural activities of the museum;
- use of a variety of means and forms of social and cultural activities;
- use of effective technologies of social and cultural activities;
- consideration of the age and individual personality traits, characteristics, characteristics of youth;
- complex influence on the identity of the active contact with the museum;
- continuity of educational process with a variety of non-traditional forms and methods of its activation;
- influence to the formation of spiritual and moral qualities of young people through educational, emotional and volitional, thoughtful, creative activities of young people;
- developed and implemented programs to create spiritual and moral qualities of youth through the use of technologies of social and cultural activities;
- availability of trained experts in the organization of social and cultural activities in museums.

Important in this case is the method of historical reconstruction, which allows you to explore of the museum space, integrating into the unity of knowledge in philosophy, theory of culture, museum ethics and aesthetics, sociology, art history, communication theory, control theory, etc.. [9; 12]. National mentality of the people, their culture, diverse processes are functioning folk art culture embodied in Skansen. Skansen - a living museum with rich animations of playing historical environment [8]. Tourists are attracted not only by individual buildings and items of raw materials. Professional museum workers reproduce life, behavior, material and spiritual culture of previous eras, revealing the traditional crafts and activities specific to the respective location and time, for example, the work of the miller, potters, carpenters, weavers, blacksmiths, distillers, beekeeper and many others. Often, and most visitors to of the museum offered to try his hand under the supervision of a specialist. Everyone can feel as a blacksmith or potter ...

The main aim and purpose of the establishment and operation of open-air museums is to preserve the most interesting authentic architectural monuments; create conditions for free access to these buildings for the general population, raising

their cultural level; show the complex of national folk culture and architecture, objects, tools, crafts, ie, create a model environment and landscape; help the revival of folk crafts and Folklore holidays; training and education of the younger generation in the best folk tradition; solving scientific problems associated with finding, collecting, studying artifacts and traditions and customs of the people.

In the world there are about 600 ethnographic museums in the open air, and in Ukraine - 7 large and medium in size. In scale activities (administrative-territorial basis) Skansen Ukraine can be divided into: nationwide - Museum of Folk Architecture and Rural Life in Kiev; regional - Pereyaslav-Khmelnytsky Museum of Architecture and Life of the Middle Dnieper, the Museum of Folk Architecture and Rural Life "Shevchenko Grove" Skansen in Chernivtsi; regional - Zakarpattia Museum of Folk Architecture and Rural Life in Uzhgorod. Museum of Folk Architecture and Life Carpathian village. Krylos, Ivano-Frankivsk region. Museum History of Agriculture in Volyn, Rokyni.

A special role in the collection and use of ethnic materials and artistic and aesthetic media art play workshops in pottery, blacksmithing, glass blowing, weaving, solomkopletinnya, embroidery, pysanky, molding dumplings, bread, cooking soup and more. At Skansen workshops teach the basics of folk crafts [8].

Last season at the Museum of Folk Architecture and Rural Life in Kiev (Pyrogovo) held about twenty holidays (Day of Children's Creativity Day, embroiderers and weavers, rizb'yar's Day and master wickerwork Day, potter and blacksmith, beekeeper Day, Independence Day, many national and religious holidays), including theatrical performances that reflect national traditions and rituals. [8]

In "The Kievan Rus Park" festivals taking place are: Mega International Festival "Kyiv Rus XIII - XIV", International Balloon Festival "Air Adventures in Kievan Rus", the International Festival of Culture and History "Epic of Ancient Kyiv IX - XI centuries ", International autumn festival "Guests of ancient Kyiv fifteenth century"; held gaming event: "Winter is knocking at the gate," "Sovereign fun and games", "Slavic revels", "forest spirits"; Visitors watch the tournament "Knight Kiev Detinets" Tournament of Martial Arts "Slavonic valor" theatrical performances "The Great fun", "Summer Fun" etc. [7, p. 98-99]. It has its own professional theater and unique equestrian theater. These tournaments, theater and game shows, festivals help deeper knowledge of their history and culture, immerse yourself in ethno-national treasures through catharsis and recreation as reproduction rights in mental (emotional, intellectual), physical and cultural aspects.

Reproduction of "the Bush" rite and festive event "Street" [8] accompanied by folk musicians, enchanting folk festival "Once upon ..." with many ethnic groups, the festival of Ukrainian and Polish Culture "Ukraine - the land of the Cossacks" with a magical horse stunt show , knight hertz (fight) between Ukrainian, Russian and

Polish hussars, "Day viburnum", "cherry blossom Day", "Day of Ukrainian Cossacks" (as the quest called "Shoes for lover Cossack"), etc., occurring in "Mamayeva Sloboda" - a fertile etnonational material for its practical application in cognitive leisure activities for children and youth.

Successful formation of personality promotes the use of innovative forms and methods of training in terms of socio-cultural institution (university museum, school-of the museum, etc.), which provides improvement of spiritual and moral qualities, properties and characteristics. Using the innovative forms of work (lectures, concerts, lectures, visualizations, lectures Studies artistic and aesthetic information artworks method projects etude method of creative art techniques, acting training, teaching improvisation, theater and artistic creativity, the method of discussion and dramatization, identity formation occurs in museums, and in class and extracurricular activities of the university. decisive role in this process is the teacher, his preparedness to implement educational, technical, scientific activity in the field of leisure, in museum pedagogy and pedagogy of leisure.

Using a of social and cultural approach to solving applied problems of spiritual and moral formation of significant qualities of youth in museum activities affects the mind and human behavior through the inclusion of cultural values and socially significant form of the museum, which is in the process of creating a unified system of spiritual and moral personality traits that are implemented in behavior. Social and cultural activities of the Museum - factor of spiritual and moral qualities of the young people, ensuring the safety connection generations self in of social and cultural activities, the formation of citizenship; increase youth participation in public life.

The specificity of the formation of spiritual and moral qualities of youth is based on retrospective creation of culture based on national traditions, recover lost culture on the basis of events, ceremonies, traditional forms of recreation and fun, playing folk art, crafts, folk games of creative potential, patriotism and citizenship .

Formation of spiritual and moral qualities of youth in terms of socio-cultural activities of of the museum of pedagogical influence the forms and methods are integrated into educational system of the museum. Thus it is necessary:

- to enrich and complement the theory of socially cultural activities and systematized specified information about using socially cultural potential of of the museum in the spiritual and moral education of youth;
- basic research and theoretical approaches to the study of problems of formation of spiritual and moral qualities of youth complement modern innovative approaches, which is important in a complex social system of today's museum, which is part of the overall socially cultural systems and facilitates comprehensive, riznostoronoyi of the museum educational work with all groups of people ,

- to expand the possibilities of the museum to organize leisure activities for children and young people and develop a holistic of spiritual and moral formation of identity, citizenship and the need to establish identity by means of Ukrainian traditions, customs and ceremonies (creative projects students on the theme: "The traditional Ukrainian clothes and jewelry" "The child in the customs and beliefs of the Ukrainian people", "people's morality: virginity and parubkuvannya", "Cosmogonic ideas and mythology Ukrainian", "dolls - charms, beauty and fun", "Kyiv - the cradle of Slavic Cultures", "Ukrainian wedding ", " Ukrainian Party ", " Ukraine ringing song "and others.)

- summarize the possibilities of using technology sociallycultural activities in conditions of modern of the museum, to promote feelings, beliefs and habits of moral behavior of young people, thus extending theoretical understanding of of spiritual and moral education;

- improve methods of individual, group recreational activities to identify the impact of the pedagogical work and receive characteristics important for pedagogical value orientations influence the formation of of spiritual and moral qualities the individual;

- create programs are implemented in social and cultural activities, as well as research methodologies of spiritual and moral qualities the individual;

- use techniques of shares ("I love drawing", "I draw a museum", etc.), exhibitions ("Museum of Children's Eyes"), workshops ("Art in our lives", "Easter egg - guardian and Art") for the formation of spiritual and moral qualities of art museums means;

- consider the potential of the museum as a cultural and historical complex to meet the of spiritual and moral experience of many generations;

- implement pedagogical influence in shaping the of spiritual and moral qualities of young people through educational, emotional and volitional,'s thinking, creative activities of young people;

- consider the age and individual personality characteristics of children and youth audience during museum of art events.

Conclusions. Thus, specificity of social andcultural activities of museums on forming of spiritual and moral qualities of youth consists in the interaction and integration of traditional museum technology and sociallycultural activities. Integrated use of social andcultural causes of effective interaction of traditional and innovative methods of education. Social and educational work of to form spiritual and moral qualities of youth in conditions of modern of the museum presentation promotes young people people to learn about the culture through the art of Ukrainian traditions, customs and rituals, folklore, maintaining relationships generations, of youth development philosophy, enhancing their of spiritual and cognitive needs.

Based on research and achievements related sciences - pedagogy, psychology, socially cultural activities, culture, management and marketing, museum

education enriched arsenal of art forms, methods and means of influence on children and youth. Social and cultural activities within the museum pedagogy is one of the most promising means of formation of spiritual and moral qualities the individual.

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