

РАЗВИТИЕ УПРАВЛЕНЧЕСКОЙ КУЛЬТУРЫ РУКОВОДИТЕЛЕЙ В СФЕРЕ ОБРАЗОВАНИЯ

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Аннотация. В статье проведен теоретический анализ подходов к рассмотрению условий развития управленческой культуры руководителей в образовательной сфере. Представлены различные точки зрения на педагогические условия, детерминирующие развитие управленческой культуры руководителей, что позволяет получить наиболее полное рассмотрение и понимание специфики подготовки кадрового потенциала.

Ключевые слова: управленческая культура, развитие, условия, руководитель, учреждения образования, образовательная сфера.

DEVELOPMENT OF MANAGERIAL CULTURE OF MANAGERS IN THE FIELD OF EDUCATION

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Abstract. The article presents a theoretical analysis of approaches to the consideration of the conditions for the development of managerial culture of managers in the educational sphere. Various points of view on the pedagogical conditions determining the development of the managerial culture of managers are presented, which allows us to get the most complete consideration and understanding of the specifics of training personnel potential.

Keywords: managerial culture, development, conditions, manager, educational institutions, educational sphere.

Currently, the quality of education is largely due to the personnel component of educational institutions. In this regard, there is an increasing need for an effective and competent manager with a high managerial culture.

The purpose of our research was to consider various theoretical approaches to the development of managerial culture.

Researcher L. B. Sergeeva argues that the managerial culture of managers in the field of education is an integrative dynamic personality quality that develops in the process of activity, having an appropriate level of theoretical understanding and a set of practical skills and abilities to implement leading approaches to management activities while observing the norms, principles of morality and morality [1].

Researcher T.P. Makarova argues that managerial culture determines purposefulness, rationality, regularity, generation of professional actions in order to obtain a qualitative result in professional activity [2, p. 50].

The process of developing the managerial culture of managers, from an acmeological point of view, is the development by the subject of the most effective ways of management and self-management in the aspect of continuous personal and professional development [1, p. 13].

The issue of the development of managerial culture, according to researcher Kuznetsova, is the ascent of a person along the hierarchical educational ladder: from literacy to education, through competence to culture [3].

The development of a manager's managerial culture is a complex pedagogical phenomenon. Therefore, an integrated approach to a comprehensive study of the problem of the development of managerial culture of managers in the field of education is necessary.

Researcher T.P. Makarova identified pedagogical conditions for the development of managerial culture:

- ◆ development of positive motivation that determines the understanding of the personal significance of managerial culture;
- ◆ taking into account personal characteristics in the formation of an individual style of activity;
- ◆ activation of the processes of self-education, self-development and self-improvement of the individual;
- ◆ development of human-making potential in various types of activities [2, p. 14].

According to researcher Zh.S. Pozdnyakova, the main driving force behind the formation of managerial culture skills of a manager are cognitive needs, the satisfaction of which is associated with the appropriation of managerial cultural values that determine the appearance of a specialist's personality in the educational field [4].

Researcher A. V. Antyukhov believes that managerial culture represents «the unity of managerial knowledge, feelings, values, managerial and organizational relations.

The process of its formation can be presented as follows:

- ◆ formation of knowledge, management concepts, projects, programs, etc.;
- ◆ development of managerial relations;
- ◆ motivation of creative activity in the field of management;
- ◆ affirmation of respect in society for public institutions, the state, laws, morality, law;
- ◆ development and implementation of management technologies that optimize the management process itself and combine managerial knowledge, relationships and creative activity into one whole» [5, p. 47].

Researcher M.N. Burnakin believes that the formation of managerial culture is most effectively carried out under the following organizational and pedagogical conditions:

- ◆ carrying out activities that contribute to the growth of motivation and aspirations to master the managerial culture;
- ◆ development and implementation of educational and methodological support aimed at improving managerial culture;
- ◆ carrying out special events that contribute to improving the level of managerial culture [6, p. 17].

Researcher L. B. Sergeeva developed a predictive model of the development of managerial culture of heads of structural divisions of educational institutions. In accordance with this model, it is necessary to observe the following pedagogical conditions for the development of managerial culture:

- ◆ variable programs of professional development of managers in accordance with the direction of their professional activity, where the main goal of training is a qualitative change in managerial and pedagogical activity, which determines the increase in the effectiveness of the design of the educational process in educational institutions;
- ◆ continuous development of professional and personal qualities of managers in the educational space of educational institutions, as well as self-education;
- ◆ complex use of information and technological resources in the process of professional and managerial activity of the head [2].

Researcher I. A. Kuznetsova believed that when developing the managerial culture of managers, it is necessary to pay special attention to the development of: the ability to manage oneself and awareness of clear personal goals; organizational skills; the need for constant personal growth and self-improvement; ingenuity and ability to innovate; the ability and desire to teach and develop other participants in the pedagogical system; the ability to influence others; the ability to form and develop effective working groups, to be an active participant in them. Also, the effectiveness of the development of managerial culture is influenced by: the presence of high ethical and moral values that meet the humanistic educational paradigm, the presence of experience in solving problems; knowledge of modern management approaches [3].

Researcher T. P. Makarova believes that the main methodological approaches to the development of managerial culture are:

- ◆ a culturological approach that eliminates the transformative potential that recreates the integrity of a person, since it is in the process of interiorization of cultural values that the creative potential of a person is revealed;
- ◆ the anthropological approach determines the study of the process of development of managerial culture from the point of view of a person as the highest value;
- ◆ the activity approach allows you to include subjects in various types of activities, which contributes to gaining new experience;
- ◆ a systematic approach demonstrating managerial culture as a system in unity, interrelation and interdependence of structural components: cognitive, motivational-value, activity, communicative;
- ◆ a personality-oriented approach involves taking into account the individual characteristics of the subjects;
- ◆ the competence approach determines the development of professionally significant qualities, competencies required to solve professional tasks [2].

Thus, the disclosure of various theoretical approaches to the development of managerial culture of managers, allows us to conclude about the importance of taking into account a number of pedagogical conditions that determine the increase in the effectiveness of the implementation of methodological approaches to the training of personnel potential.

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УДК 378/37.022

ПРИНЦИПЫ ПЕДАГОГИКИ ТЕАТРАЛЬНОГО ИСКУССТВА

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Аннотация. В статье проведен теоретический анализ подходов к рассмотрению принципов педагогики театрального искусства. Представлены классификации принципов педагогики театрального искусства различных