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**PROFESSIONAL TRAINING OF FUTURE MUSIC TEACHERS BASED
ON MODERN TECHNOLOGIES OF ART MANAGEMENT
(BASED ON THESIS RESEARCH)**

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Professional Training of Future Music Teachers Based on Modern Technologies of Art Management (Based on Thesis Research)

The article is devoted to the problem of professional training of future teachers of music based on the modern art management technologies. There were defined the essence and the main functions of the integrative technologies of art management, the main sphere and possibilities of the methods mentioned in the development of the level of teachers' training courses.

The article is devoted to the development of professionally significant qualities of future music teacher. The essence of the concept of creativity, the basic quality of a teacher with developed creative potential were considered and analyzed: creative thinking, creative communication, research quality, creativity.

The author points out that the training of future music teachers should include the implementation of specific musical-performing (music literacy, technical excellence, matching the style, etc.) and pedagogical tasks.

The experience of Europe's leading institutions of higher education in the use of advanced technologies in art education was analyzed. There was considered the principles of the “scientific management” by F. Taylor, the main idea of which that the management should be a system based on certain scientific principles.

It got to know that the integration of modern art management technologies into the educational system provides for a) foregrounding of the creative productive knowledge; b) “the immersion” into the artistic, creative project activity with the following work on its elements; c) the aspiration for self-realization in professional activity, putting forward new ideas and pedagogical concepts.

Keywords: art-management technology, art-management, art-producing product, concert management, information support creativity of the musician.

The modern social and cultural situation in society, characterized by increasing complexity of information space, the dominance of visual culture in the field of communication, the rapid development of the entertainment industry, the emergence of the art market and art management system, the involving of young people in social

network communication based on entertainment sphere, the emergence of new forms of artistic and creative communication (flash mob, performance, etc.), causes the necessity of training would-be teachers of music for the organization of the educational process in various level institutions based on the modern art management technologies.

The approaches in the study of artistic and creative activities are significant (L. Vygotskiy, M. Kahan, O. Leontyev, S. Rubinshteyn, L. Stolovych, P. Florenskiyetc.) The works by modern theorists and practitioners in the field of educational technologies played an important role (V. Bezpalko, V. Bogolyubov, H. Ilyin, M. Klarin, A. Kopylovaetc.)

According to modern scholars O. Danylyuk, O. Komandyshko, L. Savenkova, B. Yusov etc., nowadays the integration technologies have become widespread as a means of integrating different activities important for modern specialists. Today in the higher education system the unique educational complexes are created to combine not only the humanities and artistic discipline, but also art and the economy.

The article aims to identify opportunities for integration of modern technology of art management in improving of teachers' training.

Analysis of different approaches for the concept 'Art Management' pointed out that 'art-management' is a professional control of the process of creating new values (material and spiritual), promoting on the art service market the results of creative activity of authors, film makers, performers and artistic groups (producing centre, firm) (G. Novikova) [4, p.56].

To advanced technologies of art management the researchers (K. Zhdanov, F. Colbert, A. Komandishko, S. Korneev, Ph. Kotler, G. Novikova, G. Tulchinsky, A. Yakupov etc.) refer promoting the art product; concert administration; information support of the art product and creative activity (the organization and management of advertising campaigns, information and advertising e-mail lists among the participants of event-market); promotional campaign on the Internet (placement of banners, news and videos in the news, distribution of press releases and news in mass

media etc.); blogging in social networks; work with sponsors (fundraising, philanthropy, charity), etc. [1,2,3,6]

At the turn of the XX – XXI centuries educational programmes on the basics of management have become a popular innovation in many institutions. Such subjects as ‘Social Management’, ‘Information Management of Mass Media’, ‘Business Management’, ‘Art Management’, etc. are taught in many teachers’ training universities abroad. There are such examples

- Higher pedagogical school (Ludwigsburg, Germany) teach two main disciplines “Culture” and “Management of Culture”.
- School of Arts in Southern California (the USA). The programme gives the opportunity to obtain Master’s degree in History of Arts, Graphic Design and art education.
- Columbia University. The curriculum is the ‘alliance’ of four disciplines – art, history, education and law.

The obligatory part of the programme consists of the subjects taught in Pedagogical college, High school of Business and Columbia school of Law and includes such fields as history of culture, fund rising, marketing, business strategy and law relations in the sphere of art.

- Vilnius college. The Department of Arts has two specializations: music management and theatre management.
- Lithuanian Academy of Music and Theatre. Total group of subjects is basic management, history of Lithuanian culture, history of art, general marketing, aesthetics, economic fundamentals, etc.
- The School of Arts and Humanities of Welsh University in Great Britain. The curriculum includes 1) a set of critical knowledge of business and management in the arts; 2) an in-depth study of cultural organizations and administration features in changing environment; 3) development of creative skills; 4) the possibility of putting the acquired knowledge into practice.

In Russia the experience of I. Ivanov (Ph.D in Economics, the Candidate of Science), the headmaster of Sokolniki education centre № 1800 “Art and Economics”

is an example of such innovations. His thesis and professional activity is a significant part in upbringing and teaching the young generation. Along with the obligatory subjects there exists an integrative teaching of art and economics.

This experience shows that the pedagogical creative field of modern teachers expands significantly. This requires additional specific conditions in which a new approach to teachers' training realizes. Today's reality increasingly affects the problems of art and commerce.

It is not accidentally that in 2003 – 2004 in some higher educational establishments in Russia the new courses were introduced. For example, in Moscow at the Department of humanitarian and social disciplines of the Moscow state art Academy named after V. I. Surikov was read the course “Management in the arts”, which aroused great interest among the students and would-be art critics.. The lecture course includes the basic categories and concepts of modern market economy. The founder of the classical school of ‘scientific management’ is Frederick Taylor (1856 – 1915) – the practical engineer. The main idea is that the management should be a system created on certain scientific principles, should be carried out by specially developed methods and events that means that it is necessary to design, normalize, standardize not only the technology of production, but also the work, its organization and management. Taylor's System received a very wide circulation in the advanced capitalist countries in the first three decades of the twentieth century – Germany, Sweden and other Western European countries, as the movement for the scientific organization of labor, rationalization, scientific management, etc. Consulting schools and forms emerged at that time.

Thus, the merit of F. Taylor and his followers is to uphold the principles of scientific management. The main ones are:

- study of each individual activity;
- consistent and correct usage of methods of stimulation;
- the allocation, planning of a separate management process;
- approval of management as a separate activity.

Today in the educational sphere highly skilled specialists required who are able to carry out cultural, artistic and creative, pedagogical and organizational activity. Therefore, we believe that the basis for innovative approaches to enrich the experience of artistic and creative activities of young people is integration of art management at the higher educational establishments. Not accidentally, art management today is considered to play one of the functional roles of creative activities associated with the processes of selection, retention, production and distribution of aesthetic and cultural values.

The specificity of the art of management is based on two aspects of the activity: the aesthetic one and organizational one.

That is why, firstly, “Art Management” is not only the management of educational establishments of culture, but also the creative activity itself, which regulated the processes in the sphere of art and culture, its effect on economical, political, social and spiritual part of society’s life.

Secondly, through the reference to the traditional understanding of “art management” as the exclusive competence of the leaders of the “cultural organizations” (directors of theatres, museums, galleries and the like) taking into account the specific approach to the organization and management of creative activities in the arts, “art management” means the human aspire to a harmonious relationship of human needs to the goal of achieving the highest level, rich and dynamic cultural life of the society through their activities [3, p. 7].

Art Manager has a fairly wide range of activities, since the artistic and creative product is very diverse. It could be defined as the production of variety of shows, concerts, festivals, contests, author's evenings, audio production and video production, etc. In addition, as noted by researcher G. Novikova, art Manager has a direct impact on the formation of public opinion, views and tastes of the public, involving it in the development, and in the future perhaps in formation of cultural values. Therefore, it should solve cognitive tasks of practical, reconstructional nature [4, p. 25].

We agree with the researcher V. Komandishko, who notes that in the conditions of market economy there is a need of formation of pedagogical competence of specialists who master the innovative approaches to solving various educational problems. It should saturate educational space with active forms of design and artistic students' work [5, p. 72]. The scientist points out a number of features of the art management: 1) main general functions in art and design, organizational and creative activities: planning, organization, motivation, control. The basic functions are common for all types and any conditions of introduction of innovations; 2) the main specific functions: enriching the experience of artistic and creative activity that involves – “diving” into artistic and design activities (with the subsequent organization of individual projects). We can see the dominance of the urge to self-realization in professional activity, to continue advancing the goals and achievement of effect [5, p. 74].

It should be emphasized that art-management as a branch of scientific knowledge and creative activities is at the intersection of pedagogy, cultural studies, Economics, psychology, aesthetics, and aims to study the issues of transformation and coexistence of values in the modern educational environment. Taking into account the close relationship between the problems of development of professionally important qualities of the personality and the dialogue in the broadest sense, the technology of art management allow to combine the interaction between the mechanisms of values with each other. The important fact is that “the nature of art management allows you to enable such mechanisms of student learning, that are based on the principle of dialogue of cultures. At the same time, any process of cultural interaction has a certain goal – to achieve a new, valuable and significant result (the product). Hence the particular attention to the problems of organization, management of this process, that, in fact, already has to deal with the technological features of management and is connected with the formation, transformation and interaction of values in the modern educational environment” [6,p.39]. Basing on the research of modern scientists (N. Bardigo, O. Bulatova, O. Komandishko,

G. Kuzitsina, etc.), we consider the basic range of activity and specificity of the technologies of art-management in the educational process [3; 6; 7].

1. The choice of aim, strategic planning.
2. Organization of productive (innovative) activities.
3. Information research.
4. Detailed planning and management process.
5. Art design.
6. Variability and targeted focus.

Thus, the introduction of modern technologies of art-management in educational system provides for: a) highlighting the creative and productive knowledge; b) “immersion” into the project , artistic and creative activities with subsequent work with the individual elements and actions; c) the urge to self-realization in professional activity, innovation of pedagogical plans. In this regard, learning the basics of art management helps to reveal the possibilities of formation of professional competence of a student, that create a special artistic environment in the process of teaching, through the prism of which the deeper awareness of value orientation and value of professional activity of future teacher of music is realized.

The further research will be devoted to the development of technology for providing individual educational trajectory of professional development of future teachers of music, the study of the relationship between the home and foreign art management and professional training of future teachers of music.

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Кулдиркаєва О. В.

Професійна підготовка майбутніх вчителів музики на основі сучасних технологій арт-менеджменту (за матеріалами дисертаційного дослідження)

Стаття присвячена проблемі професійної підготовки майбутніх учителів музики на основі сучасних технологій арт-менеджменту; визначено сутність і основні функції інтеграційних технологій арт-менеджменту; основний спектр діяльності і можливості зазначених сучасних технологій у підвищенні якісного рівня підготовки майбутніх учителів музики.

Проаналізовано досвід провідних європейських вищих навчальних закладів щодо використання провідних арт-технологій у освітній діяльності. Розглянута теорія «наукового менеджмента» Ф. Тейлора, основна ідея якої полягає у тому, що керування повинно стати системою, яка створена на певних наукових принципах.

Також виявлено, що впровадження сучасних технологій арт-менеджменту в освітню систему передбачає: а) висування на перший план творчих продуктивних знань; б) «поглиблення» в проектну художньо-творчу діяльність з наступною обробкою окремих елементів і дій; в) спонукання до самореалізації в професійній діяльності, висуванню нових ідей і педагогічних задумів.

Ключові слова: творчий проект, арт-менеджмент, технології арт-менеджменту, продюсування арт-продукту, концертне адміністрування, інформаційна підтримка творчої діяльності виконавця.

Кулдыркаева О. В.

Профессиональная подготовка будущих учителей музыки на основе современных технологий арт-менеджмента (по материалам диссертационного исследования)

Статья посвящена проблеме профессиональной подготовки будущих учителей музыки на основе современных технологий арт-менеджмента, определены сущность и основные функции интеграционных технологий арт-менеджмента; основной спектр деятельности и возможности упомянутых современных технологий в повышении качественного уровня подготовки будущих учителей музыки. Проанализирован опыт ведущих европейских высших учебных заведений в использовании передовых арт-технологий в сфере образования. Рассмотрена теория «научного менеджмента» Ф. Тейлора, основная идея которой состоит в том, что руководство должно стать системой, которая базируется на определенных научных принципах.

Также выявлено, что внедрение современных технологий арт-менеджмента в систему образования предполагает а) выдвижение на первый план творческих продуктивных знаний; б) «погружение» в проектную художественно-творческую деятельность с последующей обработкой отдельных элементов и действий; в) стремление к самореализации в профессиональной деятельности, выдвижение новых идей и педагогических концепций.

Ключевые слова: творческий проект, арт-менеджмент, технологии арт-менеджмента, продюсирование арт-продукта, концертное администрирование, информационная поддержка творческой деятельности исполнителя.

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