

EXHIBITION AND MUSEUM ACTIVITIES AS COMMUNICATION COMPONENT OF HIGHER EDUCATION INSTITUTION ON EXAMPLE OF UNIVERSITY OF CUSTOMS AND FINANCE (DNIPRO CITY)

Research methodology. *The research methodological basis is developments in social communication sphere. The systematic approach and comparative analysis were applied in the study of documents, that determine the principles of work of exhibition and museum centers. A personalized approach was taken in study of data of personal records of a person, who had made a great contribution to organization of museum exhibition in the University of Customs and Finance (Dnipro city).*

Results. *On the basis of the documents analysis the factors contributing to work of museum exhibition in a higher education institution and to maintenance of its activities were determined, in particular:*

1. *Availability of a connection between all the structural elements of an education institution.*
2. *Active external communications with professional and public communities.*
3. *Presence of an internal manager, who has the full range of authority in the institution and personal characteristics that enhance the quality of authority exercise.*

Overcoming social exclusion through invitations to joint actions and activities, conducting introductory tours shows that higher education institution museums have taken the realization of a set of social and humanitarian tasks, while at the same time informally providing the necessary information to potential entrants and their parents about the quality of higher education functioning.

Novelty. *Particular attention is paid to the humanitarian mission of the university exhibition center: its role is important in the process of potential students engagement and establishing relationships at the regional level. This is especially acute for Ukraine in the context of decentralization reforms.*

Key words: *communications, PR management, exhibition center, higher education institution, museum.*

I. Introduction

It is well known that in Ukraine there is an active commercialization of higher education institutions, especially in terms of future students engagement, who are able to pay for their education. At the same time, the state higher education institutions adhere to humanistic, ethical, aesthetic and educational principles in their work, which defines a set of advertising tools. Establishing a correlation of these aspects, in fact, forms the scientific relevance of the outlined topic.

Despite the large number of scientific works devoted to the role of museums in the education process, the formation of a value system of society, the environmental friendliness of information presentation [2; 7] or the role of exposition activities in the PR management of commercial companies, we are dealing with an under-researched aspect that is mentioned in the title of the article. «Permanent and portable exhibitions can be used to demonstrate and explain the history of the company or its policies, what it does and how it operates. They can tell the story of the production process, demonstrate how the company operates worldwide, or describe a future advertising campaign. Permanent exhibitions can be large enough and have working models that can achieve two goals, because in addition to demonstrating work, they can raise the level of visitors' awareness», which is how the authors of the manual that already has become a classic, define the essence of exposition activity [1].

The all-humanities awareness that based on the realities of the present is expressed as follows: «Within the museology problematics, the ecology of information and the ecology of culture is acquiring the closest connection. Thus, the information and ecological aspect of the museum functioning is revealed in its implementation of activity of documenting of social and natural processes and phenomena with the subsequent broadcasting of this activity product, which is a special kind of information resource, which can be called museum information» [2].

II. Research objective and methods

The article object is to reveal the peculiarities of exposition and museum activity as a component of communications of a higher education institution on the example of the University of Customs and Finance (Dnipro city) (hereinafter – UCF).

The research methodological basis is the main principles of the theory and practice of advertising and public relations, as well as developments in the field of social relations theory. The principles of historicism, socio-cultural conditionality, systematicity make it possible to understand more deeply the variety of specific forms in which communication with the public is realized. The systematic approach and comparative analysis were applied, first of all, in the study of the documents that define the principles of work of the exhibition and museum centers.

III. Results

As early as 2010, the National Institute for Strategic Studies analyzed the experience of European countries on the possibilities of using the potential of museums for the implementation of educational and scientific programs, the development of cultural tourism, and formulated proposals on the possibilities of applying relevant practices in Ukrainian conditions, including the following: «Museums are multifunctional social information institutions designed to preserve cultural and historical, natural and scientific values, to accumulate and spread knowledge through the study and demonstration of unique artefacts of material culture. The International Council of Museums (ICOM), the International Council on Monuments and Sites (ICOMOS), the Pan-European Federation of Cultural Heritage (Europa Nostra) are coordinating efforts of countries on the use of museums, heritage sites on tourism in Europe and in the whole world, that contributes to socio-cultural and economic development of countries and regions, develops intercultural dialogue. The ICOM Museum's Moral Code states that the primary purpose of museums is to provide services to the public.» [8]

To illustrate the tendencies of the museum and exhibition business at the university basis, we note that there is a Museum of Science and Technology at the University of Patras, Greece. It ranks third among other Greek universities in terms of a number of basic indicators [7].

The University of Tartu, Estonia, has a museum complex which tasks are to collect, exhibit and study scientific materials of the university [3]. The complex includes: towers of the Tartu Cathedral, Tartu University Observatory, Museum of Art of Tartu University, Tartu Old Anatomicum, Crazy Scientist's Office, which is a thematic exhibition with interactive mechanical «toys» and a Toompood museum shop.

Charles University, Prague, is also an example of a large institution of higher education which includes a paleontological museum [5]. It was updated in 2007, so numerous fossil fauna reconstructions have been made considering current data.

Specialized museums of various profiles operate at the Pitirim Sorokin Syktyvkar State University: the Komi Krai Educational History Museum, the Museum of Archeology and Ethnography, the Zoological Education Museum [6].

At the University of Customs and Finance, Dnipro, the exhibition-museum of the customs affairs of Ukraine constantly works. The exposition represents various types of weapons, documents related to various chronological periods, coins, clothing and uniforms of customs agents, many other objects and artefacts describing customs activity of Ukraine from ancient times to the present moment.

The Regulations on the «Exhibition-Museum of the Customs Affairs of Ukraine» Center formulate general provisions that represent the humanitarian mission of the complex and its place in the structure of the UCF [9; 10].

The provisions set out in paragraph 1.4 [9; 10] show that higher education institution seek to reflect the value of cultural heritage in its various forms using specific artefacts belonging to different fields of knowledge and the need to preserve it. This confirms the implementation of the humanitarian mission, which is currently undertaken by universities from various countries. It is based on a common understanding of culture as a communication component that intensifies the communication process, acquaintance with heritage sites and their study, as well as creates a «platform» for public relations. The exposition of UCS works during events such as:

- Doors Open Days;
- reception of guests and delegations, which enrich the exposition collection with original artefacts of material culture;
- charity fairs, job fairs;
- national culture days;
- scientific conferences;

events of Friendship and Cooperation Centers (Ukrainian-Korean, Ukrainian-Polish, Georgian, Arabic, etc., Center for Journalism and Communication, opened at the UCF during 2017-2018), which also represent a form of active social communication. The presence of two photo-zones with customs agents' figures of Cossack-era and modernity enhance the effect of presence and emotional perception.

As distinct from the operation basic principles of the above mentioned museums, it should be noted that the museum in Tartu defines its status as an international scientific institute [10]. The Statute of the «Exhibition-Museum of the Customs Affairs of Ukraine» Center does not define such a position and gives such a description of status and structural connections as, for example: «1.5. Performing the assigned tasks and functions in the prescribed manner, the Center cooperates with other structural units of the University and the Ministry of Education and Science of Ukraine.» [9].

Talking about the activity of such an object, it is worth focusing on those who were the organizer and inspirer of this process. It is about the professional strength and the nature of the authority that led to the successful organization of the museum in Dnipro as a project. Paragraph 2.1 states: «The general management of the Center's activities shall be exercised by the head of the educational institution within which the museum is located, as well as the first vice-rector and vice-rector for organizational

and humanitarian work» [9]. Such practice has gradually developed and we can study the beginning of the administration of the exhibition-museum activities.

The initiator of the creation of the «Exhibition-Museum of the Customs Affairs of Ukraine» Center in Dnipro was Serhii Volodymyrovych Hrikh.

According to official personnel data and characteristics [4], Hrikh Serhii Volodymyrovych worked at the Academy of Customs Service of Ukraine from July 1997 until his death in 2016 as an associate professor of the Department of Social and Political Disciplines, and since November 2002 as a Vice Rector for Educational Work. He performed his duties well, fully, showed energy and perseverance in achieving the goal, did not give in to difficulties and problems. He had a sufficient level of professional competence and responsibility for the assigned task, the ability to analyze the educational work system and prompt making of constructive decision, to work on regulatory acts and other documents.

He showed high efficiency and responsibility for the end result. Such personality traits, as communicativeness, frankness and adherence to principles in his relations with his colleagues allowed him to successfully lead the organizers of youth education, the Department of Social and Educational Work, the Board of Curators, to deeper cooperation with the Committee on Family and Youth, the Council of Veterans, cadets newspaper editorship and manage the committees, such as trade-union and tenders ones. According to the professional narrative of the UCF, the structural part of which – the Customs Academy – has long had a paramilitary character, the key characteristic of S. V. Hrikh was determined by self-criticism.

He had a creative approach to the work. He initiated the creation of the Museum of the Academy, the «Svitlytsia» Center for Educational Work and Recreation, the Council of Legal Education and Training. He paid considerable attention to moral support activities at the Academy and actively promoted the positive image of the customs service in the region.

The competencies of this figure correspond not only to the generally defined characteristics of the person performing the PR manager functions (communicativeness, time-management skills, frankness, creativity, etc.), but also to the value system that underlies the professional codes of IPRA, CERP. At the same time, S. V. Hrikh served other administrative functions and had a wide range of powers within the institution.

IV. Conclusions

So, on the basis of the documents analysis the factors contributing to work of museum exhibition and to maintenance of its activities can be determined:

1. Availability of a connection between all the structural elements of an education institution.
2. Active external communications with professional and public communities.
3. Presence of an internal manager, who has the full range of authority in the institution and personal characteristics that enhance the quality of authority exercise.

Overcoming social exclusion through invitations to joint actions and activities, conducting introductory tours shows that higher education institution museums have taken the realization of a set of social and humanitarian tasks, while at the same time informally providing the necessary information to potential entrants and their parents about the quality of higher education functioning. The study on the activities of higher education institution museums of in terms of social communications is a prospect for further scientific research.

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Чечельницька Г. Експозиційна та музейна діяльність як складова комунікацій закладу вищої освіти на прикладі Університету митної справи та фінансів (м. Дніпро)

Методологія дослідження. *Методологічною основою дослідження є напрацювання в галузі соціальних комунікацій. Системний підхід, порівняльний аналіз застосовано під час дослідження документів, які визначають принципи роботи експозиційних та музейних центрів. Персоналістичний підхід реалізовано в розгляді даних особової справи постаті, яка зробила значний внесок до організації музейної експозиції в Університеті митної справи та фінансів (м. Дніпро).*

Результати. *На підставі аналізу документів визначено чинники, які сприяють роботі музейної експозиції в закладі вищої освіти й забезпеченню її діяльності, зокрема:*

1. *Наявність зв'язку між усіма структурними елементами навчального закладу.*

2. *Активні зовнішні комунікації з професійними та громадськими осередками.*

3. *Наявність внутрішнього менеджера, який має весь спектр повноважень у закладі та особистісні характеристики, які підсилюють якість реалізації повноважень.*

Подолання соціальної відчуженості через запрошення до спільних дій та заходів, проведення ознайомчих екскурсій показує, що музеї ЗВО взяли на себе реалізацію комплексу соціально-гуманітарних завдань, водночас невимушено подаючи на місці необхідну інформацію потенційним абітурієнтам і їх батькам про якість функціонування вишу.

Новизна. *Особливу увагу приділено гуманітарній місії виставкового центру в університеті: його роль важлива в процесі залучення потенційних студентів та налагодження відносин на регіональному рівні. Це особливо актуально для України в умовах реформ децентралізації.*

Ключові слова: *комунікації, PR-менеджмент, виставковий центр, заклад вищої освіти, музей.*