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Koycheva T. I.

THE FUNCTIONS OF CORPORATIVE CULTURE OF MODERN UNIVERSITY

Odessa, Ukraine

Abstract. *The article discusses the features and functions (standard-regulating, motivating, stabilization, security, replacement, adaptive, innovative) Corporate Culture University as the organization of a special type. Corporate culture is defined as one of the components of the success of the organization. Also is distinguished the place of corporate culture in the structure of management of the higher education.*

Keywords: *corporate culture, university, functions of the corporate culture, organization.*

The transition to a market economy, European integration processes in the society requires a constant willingness to change, the ability to manage these changes, the ability of employees of organizations, including education, to adequately respond to them, mobilizing for constructive joint activities that actualizes the problem of the study of the corporate culture.

Influence of the internal culture of the organization on the efficiency of its activities in general and personnel management becomes a subject of foreign (T. Bazarov, A. Kroeber, K. Klukholm, M. Magura, A. Ognev, T. Peters, R. Ryuttinger, C. Surkov, R. Waterman, Shane E. etc.) and native (N. A Vlasov, Yu. Tyutyunnikov, M. Maznichenko, G. Maltsev, N. Jablonskienè etc.) researchers.

Modern researches of corporate culture is recognized as a universal social and cultural phenomenon is the basis of life potential of any organization, its feature distinguishing the staff of one organization from others. It is defined as the "soul" or "spirit" of the organization. In the context of the activities of any organization's corporate culture largely determines its external and internal structure, covering various aspects of interaction and cooperation of its staff

determines everything that happens in the organization. Lacking concrete expression in tangible form, this culture will integrate the activities of all members of the organization, directs them into a single channel, it is a condition of success of its work. [1] The collective organization with an effective corporate culture distinguishes teamwork, collaboration (teamspirit), job satisfaction and pride in the results, loyalty to the organization and a willingness to comply with its high standards, high requirements for the quality of work, willingness to change, caused by the demands of progress and competition despite the difficulties and bureaucratic obstacles.

Corporate culture is the rules and standards in force within the organization uniting employees and guidelines on how to act in a particular situation, where to go when there are problems and that should not be done under any circumstances; a system of beliefs, norms of behavior, attitudes and values that determine the image of the organization and principles of its activities.

Corporate culture has a number of specific features that set this organization, among others, mainly the product of the historical development of the organization [5]. These specific features are traditions, language (slang), slogans, customs - everything that contributes to the transmission of cultural values, beliefs, norms, roles and content to other generations of employees, methods of adaptation and integration (integration) members.

Modern universities are largely retained the special team spirit, corporate, academic culture of their predecessors [2, p. 3]. The interests of society and the individual meet in the corporation and the university as a corporation became a kind of mirror of the society, which is reflected in its present based on the past (tradition), and laid the future (novelty).

Interest in the corporate culture of the university Tyunnikov Yu. explains as a theoretical and practical necessity of meeting modern realities. According to his point of view, it is a paradigmatic turn, associated with the formation of fundamentally new conditions for the functioning of the university as an independent competitive organization providing the current level and quality of training [6].

Formation and management of the organization through its corporate culture today recognized as fundamental for the development of the university in accordance with European standards of education.

Modern organizations, regardless of the number of staff working in them, demonstrating its specificity in the field of corporate culture. This trend is typical for the educational environment where production takes experts, educational services, information processing, there is a direct connection between the worker with the means of production. But the specifics of university define its main activity - education, whose main task - education specialists, competitive on the world market. Higher education institution - a special type of company in connection with this corporate culture it acquires specific (educational) function, which affect the formation of future specialists.

Corporate culture of modern educational institutions is based on the constant work with those who teach and those who learn directed not only at the actualization of personal and professional skills, professional development, but also to harmonize intra-and inter-relationships, improved by psychological climate. In such a situation increases the "human potential", "human capital", "Intangible assets" of educational corporations [4].

The corporate culture of the university is involved in the formation of students - the future experts. When it comes to high school specialized focus, it can be argued that corporate culture plays in the structure of its strategic role.

Under the direct influence of the corporate culture of going to strengthen ties with the university employees, union workers at all levels on the basis of values, norms and traditions of the organization, increase their responsibility for the quality of work. It organizes and manages the work of human resources so that the activities of universities provide high mobility, enrichment, social protection for those who work in it.

Culture always performs educational and educational role. There is a fairly widespread belief that the organization - it is a family that should take care of raising the educational level of its employees, the increase in their skills, develop personal competencies and increase the "human capital" in general.

On the one hand, the organization's culture is a product of the relationship of its employees, linked by a common goal - the organization's culture consists of values, beliefs, attitudes, people who work in the organization.

On the other hand, culture is over people - it directs and adjusts the behavior of the people in accordance with the generally accepted norms and values. Consolidates part of the organizational culture of the university serves the corporate culture of the teaching staff as the main carrier and the translator of its specificity to the external and internal environment. The backbone of the corporate culture is the mission of the organization. All the rest - the choice of strategies, management style, the figure of the leader, shared values, traditions - are part of the organizational culture only to the extent that contribute to achieving the organization's mission. The mission in this case is understood as a vital objective of the organization, which contains the meaning of its existence.

Today, it is the corporate culture of the university is the projection of the changes that are taking place in the modern higher education. Researchers do not make a clear distinction between academic and corporate culture of the university. So, scientist A. Belyaev said that "the corporate culture of the educational institution has a dual nature: on the one hand, it is a culture to achieve the interests of the educational market - the culture of competition, on the other - is the traditional academic culture, based on the preservation and increase of pedagogical values" [2].

It is important to mention that the corporate culture of the university is not a frozen form; it is subject to changes that may be more or less progressive, performed quickly or slowly, in a different direction. New team members as

carriers of certain values may make adjustments to the corporate culture of the institution. Every employee of the University, regardless of whether it has to do with his teaching staff or an employee of ancillary services is the carrier of corporate culture. The corporate culture allows employees to identify themselves with the university as a specific organization, different from the others, to successfully adapt to a system of norms and values of the university to new employees, forms the standards of human behavior and responsibility for compliance.

An important point in understanding the corporate culture is that it is not the sum of cultures, carriers and center of formations which are the employees with significant authority and mainly represent management staff of the university.

In today's organizations, the corporate culture - it is a tool of indirect rule: the impact on the interests, goals and ways of working collectives and individual employees, which significantly complements the methods of administration. If we define the corporate culture as a way of existence of the organization, obviously it will change with the changing external conditions of existence. As a result of these circumstances, the formation of corporate culture becomes relevant for modern universities. The need not only to survive, but also to develop the university in the new market conditions require formulation and solution of new strategic objectives.

Human potential of the university refers to a number of its system characteristics. It contains all the common cultural, professional and special competence of employees and their professional inclination, needs and motivations, especially the interaction and communication. Teachers are the largest in number and important for the function of the university component of human development. Each of them should be an expert in the two sectors of two areas: the actual teaching (teaching) and research. This effective teaching impossible today is methodical activity that requires expertise in the design of the educational process and its reproduction in certain educational technologies. Even in these circumstances the teacher professional activity requires innovation and creativity. Corporate culture helps to unite the efforts of all teachers in the same direction, towards a common goal, and in accordance with the general principles of activities.

Proceedings on the basics of the theory and methodology of the quality of education, the principles of construction of systems of quality management in higher education, quality management practices of the educational process, argue that the university embarked on the path of innovative development, must meet the new - an innovative style of management.

Innovative management - a deliberate change in the composition of functions, organizational structures, technology, organization and management in order to accelerate or improve ways of solving the problems of the organization. Corporate culture of the university in these conditions allows no

administrative pressure; naturally choose the most effective in achieving the desired objectives and appropriate interpersonal behaviors and activities of teachers. By cultivating values such as competence, creative direction and readiness to productive foreign and domestic competition (competition), cooperation in the team and so on, a corporate culture has a positive effect on the consistency of their actions and the feasibility of conduct in accordance with the intended objectives. "When people have the same values and standards of behavior, there is no need to tell them how they should act in any given situation: the organization can be assured that its members will make the right decisions based on their own cultural norms and values" [3]. Strengthening the competitiveness of the university's corporate culture has a positive effect on the creation of its image and produces a certain reputation among prospective students from other universities in the region and the state as a whole.

Thus, the corporate culture of the University is able to provide a number of important functions for its activities: regulatory and regulatory; motivating; stabilization; security; adaptive; innovative.

Purposefully created and constantly supported the efforts of all employees of the university's corporate culture can become the most important factor in its development on the way of modernization and innovation updates. Its formation and development requires concerted action and effort, not only the administration of higher education, but also the teachers, whose corporate culture is a common space for professional interaction and personal identity.

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Krasnopol'skiy V.E., Menyaylenko A.S.

**DEVELOPMENT OF TECHNOLOGY OF CORRECTION OF
STUDENTS' PSYCHO-EMOTIONAL STATE BASED ON THE
POLYGRAPH EXAMINATION**

Severodonetsk, Ukraine

Starobil's'k, Ukraine

Abstract. *Study of students' psycho-emotional state has shown that learning foreign languages at Ukrainian non – linguistic tertiary schools may be accompanied by adverse emotional and activity states: emotional stress, apathy and frustration. The technology of correction of psycho-emotional state of students of not language high schools by means of emotional support is presented. Technology of emotional support of students based on the computer polygraph examination contains differentiated techniques used with the background state of the user.*

Keywords: *technology of emotional support, polygraph examination.*

Introduction. The choice of the Ukrainian course towards European integration in the field of economy, education and culture increases the demand for university graduates that have fluent in foreign languages and foreign language communication.

In Ukraine, the higher education recognized as one of the leading spheres of social development. Prior to the educational sphere of Ukraine opened the following perspectives [4]:

- global accessible education systems that allow different groups of the population of Ukraine access to a variety of global educational resources are created;
- quality of education by introduction of new educational technologies and teaching strategies in the educational process is improved;
- use of information technologies enable individuals to self-actualization and self-identification on a higher intellectual level;
- export of educational services by countries with developed distance learning technologies is increased.

The main directions of the state educational policy made it necessary to reform the system of teaching foreign languages. Modern specialist for professional mobility and competitiveness in the labor market is not enough just to own professional knowledge and skills. He should know English for professional orientation at a level that will allow obtaining the necessary