

Название публикации:

Diversification possibilities of higher education in culture and art: The experience of longitudinal study

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Аннотация:

The purpose of the article is to reveal the potential of diversification of specialists' professional training in universities in the field of culture and art. The essence of diversification process is revealed, the theoretical analysis of its characteristics and types is given. The article describes the structural directions that support the effective diversification of higher education. The approach to diversification based on the structure of the matrix type organization, which creates temporary structural units which are ready to cease to exist after achieving the goals and which are focused on the solution of a certain problem, the implementation of the project. At the same time, horizontal coordination of joint actions dominates. When building the organizational structure of the matrix type, target groups are created that are responsible for the implementation of integrated projects. Therefore, this type of organizational structure is characterized by decentralization, the transfer of responsibility for a number of decisions to the lower levels of management. On the basis of the developed approach to the diversification of the University in the field of culture and art, its system-forming elements are identified. The place and role of diversification processes in the reform of modern higher education are determined. The program of implementation of this approach is made. The analysis of longitudinal research conducted in various Russian universities of culture and art is presented. © 2018 Transilvanian Association for the Literature and Culture of Romanian People (ASTRA).

Ключевые слова:

Diversification, Higher education in the sphere of culture and art, Horizontal coordination, Longitudinal research, Matrix structure, Professional training