



sato said that people of high cultural level would never behave in the immoral way.

The analysis of the read literary sources on the problem made it possible for us to conclude that people should never economize on art and on education because art and education have saved civilization from disaster and savagery for many times.

#### REFERENCES

1. Искусство и культура // Онлайн Энциклопедия Кругосвет [Электронный ресурс]. – Режим доступа : <http://www.krugosvet.ru/>. – Загол. з экрану..
2. Обзорная лекция по социологии искусства [Электронный ресурс]. – Режим доступа : <http://www.dkmedia.com/soc/art.htm>. – Загол. з экрану..
3. Социология искусства // Энциклопедия современной эзотерики [Электронный ресурс]. – Режим доступа : <http://ariom.ru/wiki/SociologijaIskusstva>. – Загол. з экрану..

*Ольга Базилевич*

#### LEADER AS PROFESSION

Analyzing leadership from the scientific point of view, it is worth to say that effective leadership is pledge of successful organization of either production process or collective entertainment.

Leadership problems are in key position for reaching organization efficiency. On the one hand, leadership is regarded as certain set of features, which are inherited by those people who influence on others successfully. On the other hand, leadership is the process of unforced influence in the direction of reaching organizational aims [1]. It is necessary to supply the realization of all control functions.

Lack of well-educated managers, real leaders, is one of the questions, the decision of which as scientists hope could result in successful mastering modern household technologies, civilized norms of economy mechanism. Nowadays we live under different economic, social and psychological conditions. That is why we need such features as business undertaking, initiative, disposition to wise risk.

It is possible to learn leadership. We should admit that almost three fourths of American companies annually send their subordinates to courses of manager training. Psychologists and anthropologists shoot films about managers to be in work, watch and study carefully those people who work next to future leaders, members of referent groups, their chiefs and give recommendations for those who are going to become leaders [3].



We are able to master skills, methods, ways of business negotiation easily and quickly. We can also master theories, strategies and tactics of leadership all that is taught during brief courses in business schools. But it is impossible to get feeling, intuition, emotions, penetration, art of prevision, ability for sympathy, euphoria of passion which are characteristic for leaders.

The main problem is that there is no professional who can make you a leader at once. People are not born leaders they learn to be them. This is a long process that runs in such a way:

- Genetic skills and experience of the first life years make a set of conditions for leadership;
- The education which pays much attention to the humanities creates a wide base of knowledge;
- The experience gives wisdom that appears as a result in practical applications of knowledge;
- The professional preparing gives the brightness of behavior in certain situations, e.g. business conversations.

If you feel lack of any feature that does not mean you to be a bad manager. When we are talking about managing process, we should remember that the person at all plays; important role but not her/his separate features. The authority of a manager is supported by his not only professional knowledge, but personal traits, behavior, attitude to subordinates, culture of business relations. The tendency, connected with social development, influences on managers. They should know that way the requests they would face with in future.

Nowadays we need free, responsible, self-conscious people. The pattern of a perfect personality of leader consists of well-known universal values: these are steadiness, balance and self-control, strategy of life building. Moreover, this presupposes constant movement in the direction of new, difficult plans realization; availability of skills to mobilize for the sake of solving difficulties, to foreseen results of own deeds; frankness, desire to be objective and able to make decisions. The country is interested in managers who can see and solve problems creatively, flexibly adapt to possible changes in life, have knowledge in basis of market economy, marketing, management and are good professionals. Education of modern leader is a term of preparing young generation for managing own life and strengthening Ukraine.

#### REFERENCES

1. Войцехова А. І. Виховуємо лідерів. Програма спецкурсу “Розвиток комунікативних та організаторських здібностей” / А. І. Войцехова // Психологічна газета. – 2006. – № 15. – С. 3–6.



2. Тетенко В. Навіщо лідеру авторитет, якщо є сила та влада?/ В. Тетенко // Психолог: Додаток до газ. “Шкільний світ”. – 2006. – № 14. – С. 31–32.
3. Шахмалов Ф. И. Американский менеджмент. Теория и практика / Ф. И. Шахмалов. – М. : Наука, 1993. – 177 с.

*Валерія Баришева*

## **ARCHETYPING MODES OF PETRYKIVSKY ORNAMENTAL PAINTING**

The tradition of ornamental painting has been developing for centuries and was closely related with magical beliefs and actions. The folk painting semantic shades are known to be a part of folk-graphical understanding of reality, nature, cosmological imaginations of people. In other words ornamental painting played the role of original reanimation was related to life art forces of nature, that's why symbolism fundamental elements realized folk knowledge and imagination.

The idea of agrarian-cosmological unity of people life and nature lies in archotyping of ornamental painting modes. Coded inside art works and folk texts symbols reflect mythic and poetic imagination of our ancestry about space such as cosmic world's organization. Mykola Kostomarov considered symbol to be mode display of moral ideas with the help of things of physical nature which have mental behavior and even added that physical nature through its art idea and divine love is embodied in “the most efficient forms”. Stylistic specialty and symbolism of ornamental painting should be considered near with traditional folklore poetics of decorative painting which had been even before XX century over the village Petrykivka in Katerinoslavsky region (Dnepropetrovsk nowadays), and registered in 1936-1941 as a school of decorative folk paintings with famous skilled workmen and educational centre [3, p. 114].

In Ukrainians' worldview ornamental paintings displayed universal realistic views and phenomena, such as Tree of Life symbol determined hierarchical structure of being etc. Within it was mixed people's imaginations about time-space pattern of World structure. The Universe Tree has realized its special reflection also within Petrykivsk's skilled oriental paintings of workmen. Clearly showed within picture dated the beginning of XX century and almost is absent or just marked on some modern paintings the low part of the tree – root, which symbolize underground world, water. And vice versa, bright connecting of ground world, where the people and animals live with World of Gods – World of dream,