Image Making Potential of Higher Educational Establishment: Socio-Cultural Aspect

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Abstract: The article is devoted to the image making potential of higher educational establishment. Image of higher educational establishment is formed with the help of requirements and expectations of population, students, pre-students, social, business, commercial, administrative structures. The University is regarded as a scientific, educational and cultural center considering the peculiarities of the socio-economic development in the North-East of Russia. The regions are regarded as the subjects of the Russian Federation, which are mostly multicultural, multi-confessional, multi-national in their character with particular geographical climatic conditions, with traditionally developed forms of economic and spiritual life of the people. There are facts about understanding of national elite, intelligentsia among ethnic population of Yakutia.

Key words: Image making · Socio-cultural aspect · Multicultural · Multi-confessional · Multi-national · Higher educational establishment · National elite · Intelligentsia

INTRODUCTION

Modern situation of the society fundamentally has transformed a place and a role of higher educational establishments, has created new goals and tasks and has made activate the search of innovative forms of activity, effective methods of interaction with different parts of the society, of organizing productive relations with environment. Social role of higher educational establishment is developing, its functions are stimulated and has become more various. Side by side with educational, cultural, informational activities educational establishments play a great role as an impulse of social relationship, promoting democratization of education and society, formatting national agreement, stabilization, socialization, developing intellectual potential of people. Modern higher educational establishments has got a social role in providing multidimensional social communication, the most important of which is image-making [1, 17].

Image of higher educational establishment is formed with the help of requirements and expectations of population, students, pre-students, social, business, commercial, administrative structures. Also it is organized by capacity and readiness to create positive image of managing and teaching staff of higher educational establishment, which provides these expectations. Image making is concerned as a condition of ensure positioning of higher educational establishment in the market and increasing its competitiveness.

In this case the institution is regarded as a platform for social partnership, the essence of which is in activity and promotion of integration, satisfaction of co-partner requirements, activities through the strategy of all partners of the process moving according to agreement, cooperation and development.

The main ways of expressing and demonstrating corporative social responsibility of Russian schools of higher education by experts are the mission and social priorities of the university "as a traditional center of scientific, educational, economic, social and cultural development of the territory. So the mission of the university, becomes not only a tool for assessing the quality of professional training, an indicator of the level of compliance of the educational institution to state requirements, challenges of modern society, needs of society, but also the image which is the most important component of the educational institution" [2, 55].

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Mission means the organization's deduction, the meaning of its existence, its temporary aims for short-term goals. Also, this definition is defined as a "socially significant status, socially important role of the organization" [3, 23], which should be according expectations of the society and be corresponded with reality. Opposite situation may cause serious consequences as disappointment of community, loss of reference points, achievements, social and cultural crisis and others. They are real threat, because of the fact that the mission of the modern educational institutions is in a mobile state and depends on the reforms and modernization processes that are taken place in our country. In the condition of the competitive environment the mission strengthens the position of the university. It is aimed at supporting all levels of the educational system, the preservation and development of culture, art, sports, social programs, the provision of educational services to various categories of people, including the disabled and pensioners, thus improving of life, defined as the subject of a special relationship to the world, a place of the individual in it, expressed in the desire to communicate, to transform, develop, to function in different spheres of life, to satisfy personal needs [4, 7].

The creation of new federal universities in Russia is focused on a new quality of training of highly qualified specialists through the using of modern educational technologies for integrated socio-economic development of the region. Opening of North-Eastern Federal University in 2010 as a leading scientific, educational and cultural center in the North-East of Russia with developed innovative, educational and scientific, social and cultural infrastructure provides qualified higher education according to the world standards, integration of science, education and industry, development of high technology and modernization of the economic and social spheres of the region [5, 87].

Considering the peculiarities of the socio-economic development of the North-East of Russia, the federal institution should provide training of highly qualified specialists in accordance with the needs of innovational oriented economy, its priority sectors in the long term, science, technology, education, culture and social services. On this basis, North-Eastern Federal University has identified its mission as "to cultivate competitive professionals by carrying out researches and innovations for the development of sustainable, socially developed circumpolar region, ensuring a high quality of life, preservation and development of the culture of the peoples of the North-East of Russia. Formation of multicultural outlook and personal self-determination in North-Eastern Federal University should become a part of the system of life-long training in the university, aimed at the formation of a person throughout his/her life" [6, 58].

In our view, in this context, one of the important components of the mission of the modern university is its role in the socio-cultural environment, which creates opportunities for preservation and development of national elites in the regions. The regions are regarded as the subjects of the Russian Federation, which are mostly multicultural, multi-confessional, multi-national in their character with particular geographical climatic conditions, with traditionally developed forms of economic and spiritual life of the people.

In the history of science there are three groups of theories about the role of the elite in the cultural and civilization progress. In the theories of Marxism (K. Marx, F. Engels, V.I. Lenin, P. Darendorf) elite is identified with the ruling class and therefore negates the need for differentiation of the term "elite" as an independent in science. Representatives of structural functionalism (G. Mosca, R. Michels, G. Parsons, V. Pareto, P.P. Sorokin) understand the term elite as upper class, which consists of people who have reached the highest position in society. In the cultural-analytical theories (D. Bell, H. Ortega-and-Gasset, M. Young) the elite is understood as meritocracy (power worthy) status position in society which is based on the high cultural and psychological qualities and moral values.

Summarizing the analysis of the elite definition in the world of science, Russian scientists underline the main functions of the elite: to preserve traditions, cement and stabilize society and create innovative products that guide socio-cultural origin and development. In this meaning the model of elite is structured as a senior elite social strata (classes, groups) and the most "passionaritive" members of society. Thus, the elite is "part of the community, which consists of the most respected and influential people" [7, 443-444], leading to the development of norms and values of cultural and civilization development. Elite serves are not only a managing group, but also a regulating one, the "personal pattern" of which fix cultural value systems of society in the public mind.

In the structure of the modern elite G.K.Ashin points out political, administrative, including, national and regional kinds of elite, the elites of power structures, business and cultural elite. In his view, the cultural elite is less prestigious, as it has only a small influence on decision-making in the country. However, in the cultural
and normative parts, it should have the first place among the other kinds because "the real elite of mankind is the spiritual elite, it is designed to generate new ideas, formulate and solve crucial issues, show its people and all mankind the way to the future" [7, 442-447]. Under the cultural elite the researcher understands people with a deep sense of justice, people oriented to humanistic values. And rightly, in our view, he believes that the cultural elite is the elite of intellectuals, which is a "moral ferment of society which takes responsibility for everything that happens in the world and in his social group and for his people and for the whole world" [7, 442-447]. The author emphasizes the role of cultural elite - intellectual in the modernization of society, in moving to the industrial and post-industrial. The main purpose of the cultural elite, he connects with the rise of spirituality, morality and cultural traditions and national identity in Russia.

In studies at the regional level (Yakutia), the majority of scientists consider intelligentsia as cultural elite of society, its role in the social and cultural spheres of the country. For example, in the last decades of the twentieth century and at the beginning of the XXI century in conditions of adaptation to the Russian social modernization processes in the social structure of Yakut society "intellectual and creative intelligentsia became more important, accumulating ideas of national culture" [8, 55]. Its purpose is to preserve and develop the Yakut language and Yakut culture, ethnicity backbone elements which are culturally generated and transmitted from generation to generation through family ceremonies, national holidays, traditional religious beliefs of the Yakuts.

Researchers emphasize that significant influence on the characteristics of the process of formation and development of national intelligentsia has psychological type of the nation, which is created by various nations under the influence of the local socio-economic conditions of their existence, which includes general, special and individual factors. These common factors of local conditions operating relatively continuously and regularly are natural-economic conditions, creating specific environment in which the development of national intelligentsia occurs. Main local factors are specific features of the historical development of the people, representing a set of permanent and temporary factors, which are typical in this combination only for this nation and variously influencing on the formation of national intelligence [9, 29].

It can be concluded that the cultural elite in the Sakha republic means that part of the intelligentsia, which has made and is making a significant contribution to the formation of the Yakut people, the development of the national culture. In this regard, one of the tasks carried out by a complex of social and cultural studies made by authors was the identification of the cultural elite in the republic and analysis of its role and place in the cultural dynamics of indigenous peoples of the North in conditions of globalization. The studying of the Yakut population showed that the majority of respondents - 62% - consider that the national elite is the representatives of culture and art, which, on the one hand, is less prestigious, as it has only a small impact on decision-making in the republic, on the other, should occupy the first place among the other types of elite. The respondents in their answers named those people whose life was connected with the awakening of national consciousness, formation of the basis of written Yakut literature and professional art Sakha people. Among the names of people of culture and art the names of intellectuals, academics and sports, athletes in wrestling and boxing, the most popular sports in the country were mentioned.

33.8% of respondents under the national elite mention the representatives of state and local government. In this case, President of the Republic of Sakha (Yakutia) and other politicians of the government of the republic are recognized as members of the national elite. In our view, this could be due to the good work of the regional media, which widely highlights the work of national and municipal officials. However, the response showed contradiction: on the one hand, the majority of respondents considered the elite as the representatives of the national culture and art and, on the other hand, they named public figures. 6.3% of respondents referred to the national elite members of the business elite.

The choice is interesting from the point of view of age of respondents. So, for the older age group (over 45 years) the elite is intellectuals, including writers, poets, artists and prominent figures of culture and art. Significant, in our view, is the fact that the national elite is perceived from a traditional culture, particularly, olonkho-singer, regardless of age. Olonkho-singers teach children to the art of telling stories. They preserve and promote traditional culture. It is important that olonkho-singers as keepers of oral tradition of storytelling get the recognition and support from both of the society and the state.
Table 1: Answers to the question "Whom would you call the national elite of the Yakut society?" depending on age

<table>
<thead>
<tr>
<th>Variant of the answer</th>
<th>Answers for the entire set</th>
<th>Depending on age</th>
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<tbody>
<tr>
<td></td>
<td></td>
<td>18-29 years</td>
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<tr>
<td>People with higher education</td>
<td>15.8</td>
<td>17.7</td>
</tr>
<tr>
<td>Creative intelligentsia (artists, poets, writers, etc.)</td>
<td>62.0</td>
<td>54.4</td>
</tr>
<tr>
<td>Outstanding cultural and art representatives</td>
<td>55.7</td>
<td>56.8</td>
</tr>
<tr>
<td>Representatives of traditional national culture (olonkho-singer etc.)</td>
<td>48.5</td>
<td>48.8</td>
</tr>
<tr>
<td>Representatives of large and medium-sized enterprises</td>
<td>6.3</td>
<td>9.0</td>
</tr>
<tr>
<td>State and municipal authorities</td>
<td>33.8</td>
<td>35.3</td>
</tr>
<tr>
<td>Intellectuals - scientists, university teachers</td>
<td>20.2</td>
<td>20.3</td>
</tr>
<tr>
<td>Other</td>
<td>1.0</td>
<td>0.5</td>
</tr>
</tbody>
</table>

More 100.0%

Young and middle age group name representatives of large and medium-sized businesses. We can assume that for older people the word "business" has negative connotations in meaning.

Each of five respondents says about the role of intellectuals, representatives of higher education and research as a national elite.

Thus, these studies have convinced that national cultural elite is particularly important for the Yakut society. Representatives of culture and art are expressers of traditional national culture, national character and its essence. Its social impact caused by its moral authority, dignity, willingness to make the fate of most of his people better.

Practice proves that high school can have a positive influence on the social and cultural environment of the region, the mentality of the society. For example, the new direction of the modern institution of higher education in Yakutia is the preservation and development of language and culture of the people living in this area, which includes not only educational, research, but also up-bringing activities in the field of history and culture policy. In this regard, projects aimed at introducing in the educational process of scientific information system for the preservation and dissemination of folklore of Yakutia, including the Yakut heroic epic, which recognized as a masterpiece of the oral and intangible heritage of humanity in the humanities scientific innovation gain significance for the country. New scientific structures are opened: for example, Olonkho research Institute, Institute of languages and cultures of indigenous peoples of the North-East of the Russian Federation, the Centre of Multilingualism and others are opened for supporting research and development of bilingual education. In order to build pluralistic information electronic media publication is modernized, multimedia cultural and educational facilities are created (for example, projects that implement the idea of linguistic and cultural diversity in cyberspace supporting by UNESCO "Information for All", the channel and dedicated website of Olonkho, "digital library system catalogs and acoustic database of ethnic peoples languages of the North-East of the Russian Federation, digital equivalents of their cultural heritage, etc.) to ensure equal access to qualified information, freedom of expression that forms the respect for cultural heritage, language, cultural and linguistic diversity of the North.

In the process of educating future generation of Yakut intellectuals an important role is given to the university which creates youth groups, whose main goal is formation of spiritual and moral basis for the development of creative potential of students, the mechanisms of its support, favorable conditions for realization of interests, values, needs and future prospects of future scientists, representatives of culture and arts who orient to humanistic ideals.

Student organizations are intellectual clubs, clubs of creative development of young people, research and innovation incubators, training and project teams, small innovative companies, student ethnic culture museum with a virtual analog, theaters, art galleries, art groups, studios, clubs, Youth Network University "Our Arctic", etc., which help to integrate intellectual and spiritual potential of the students, their academic training and psychosomatic health with further education and research.

Social profile of intelligentsia includes social activity, heightened sense of justice, not indifferent to the fate of others, willingness to "take responsibility for everything that happens in the world - and for their social group and for his people and for the whole world" [7, 445]. Rich potential in the formation of these qualities in the youth of today is pedagogically driven socially important activities implemented through the volunteer, volunteerism, charity, social values, unpaid work, professional help to others, which helps the young man...
to find the best option of morally significant behavior in society, to form the ability to represent and correct moral consequences of their actions.

Educational community should foster in students highest spiritual and ethical values, patriotism, responsibility meaning by the phenomenon of intelligence of "higher socio-humanistic beginning". Significant role of national intelligentsia is based on culture, aesthetic tastes, ethical ideas of individual social groups, professional groups or even individuals. Creation of conditions for direct communication with young people of different social and professional groups and communities can be formed by permanent discussion platform of the university, master classes, public lectures by famous Russian and Yakut philosophers, writers, composers, artists, actors and actresses of cinema. In this communication the young man should be "open to universal, multi-cultural, multi-ethnic environment", but only if "they have traditional experience, cultural heritage, ethnic group".

Thus, developing on the basis of the achievements of predecessors, generation of intelligentsia of XXI century should clearly realize that formation of its activities largely depends on the future of multi-ethnic republic. Intelligentsia as spiritual and cultural elite should be a factor in the regional community union [10, 66]. Its most important task is to unite the society for the pursuit of national interests of all citizens of Russia. National interests are the base, the foundation on which the social cohesion can occur. Therefore, the national interests of Russia are the primary concern (not only for educational institutions) which becomes the criterion of intelligence, the criterion of belonging to spiritual and cultural elite, reliable guidance of bringing up the national elite in multi-ethnic, multi-lingual, multicultural environment of higher educational institutions in the region as the subject of the Russian Federation.

REFERENCES