

transformations in different branches of the company – strategy, staffing, organizational structure, system of competences, management style, and so on. We are sure that in order the corporate culture is an effective tool and the company moves the same direction as one whole, the management needs to be patient, have the determination and will. Corporate culture influences directly the conditions within the organization that will, more likely, lead to positive achievements and economic prosperity of a company.

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THE COMMUNICATIVE UNIVERSALISM OF MUSIC

Communication is a process through which people pass each other information, ideas, thoughts and mental states. It helps people coordinate complex group activities. Communication involves verbal and nonverbal processes by which a person sends and receives messages.

Music is one of the oldest means of communication – universal, inherent in all cultures of the world in any period. The impact of music on the identity formation of the youth (not only personal, but also national, regional, cultural, ethical, gender etc.) is obvious and significant, as it has always been and still remains a means of human expression. It also helps to realize essential human need to be heard. Such inherent properties of music as penetration, integrative ability, accessibility make it an indispensable means of communication among people. For instance, researchers understood the functional identity of music and a number of youth subcultures that provided the explanation to their close interaction with each other. People create different groups-of-interest by their musical tastes, identifying themselves in accordance with the chosen musical direction and the style of a particular musician.

Music forms an informational medium which includes information and a communicative space and, thus, represents a self-organizing interaction of a large number of themes and the specific communication participants. One of the main themes in this domain is the theme of love, relationships between men and women. It is most clearly seen the difference in attitude and ways of its verbal expression in different cultures. Music is an important factor in the regulation of relations – not only between the cultures within one region, but also throughout the country or even worldwide. This positive effect of music is quite appropriate in modern world that is saturated with racist prejudices, xenophobia and intolerance to manifestations of personality.

Intensive transformational processes taking place in contemporary Ukrainian society not only changed the socio-political and socio-economic situation in the country, but also mental and moral world of an individual, the mentally-modified consumption in general and music in particular.

So, a new system of values and beliefs is being shaped that defines the mode of thinking and behaving. In the context of our investigation the universalism of music art not only expresses mental and moral potential of a human, but also affects the mental development of both society and the individual. However, people's music tastes are not identical, and now music-art culture includes a variety of genres, styles and trends.

Many scientists and scholars have been working out the problems of music core, its nature, and impact on social life of humankind. The writings of the medieval authors drew their attention to kinds of music, issues related with regional, social and musical preferences. In the Renaissance, for instance, there was a theme that is relevant to the present-day one – the theme of the composer and the audience i.e. the theme of the composer depends on the tastes of the listening audience. At the turn of the nineteenth and twentieth centuries music was studied in the light of life in different eras in the works of R. Kretzschmar, P. Becker, R. Moser. The problems of music and mental spheres of society were investigated in the works of W. Hoffman, K. Mannheim, W. Warner and other researchers. Fundamental developments in the field of sociology of music are represented by Theodore Adorno.

Nowadays the attention of many researchers is chained to the diversity of social functions that are generated by the music. The functionalist significance of music in the context of information technologies are being investigated by A. Krylov, E. Leach, V. Yusupov. The impact of music on identity formation is highlighted in the works of N. Ishakovoy, N. Nikolaev, E. Alekseev, R. Golovinska, B. Likhachev and others.

Today, audience in the process of communication is differentiated in terms of personal development, music preferences, and lifestyle patterns, on the basis of intra-group cohesion, the choice of communication channel and by gender and age background. Intensive development of the means of mass communication helped spread the music which is not limited by the epoch, time-depending aspects or other factors that are relevant to modern society.

To sum everything up, music art is a kind of socio-psychological core culture in sound form which produces all kinds of communicative interaction: interpersonal communication; group and intra-group communication; mass communication and so on.

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