

tained information enables to determine the discrepancies, plan ways for their removal and for the process improving.

Analysis of the results of the current control of the studying results, interim rating is carried out by the Dean's offices with the assistance of faculty departments. The determined discrepancies are discussed on departments' meetings during which the ways of the discrepancies' removal are planned and approaches to the process improvement are offered. The interim rating results are discussed on the faculty and branches councils during which the discrepancies' causes are examined, the offered ways of their removal and educational process improvement are considered. Reports about the accepted and performing decisions are given to the Educational Quality Management Department which analyzes the faculties and branches results and gives the results in free-form report to the university rector for analysis. At the beginning of every semester the university Academic Council discusses the results of the students' knowledge estimation, work of the departments and teachers. It makes decisions concerning the activity improvement.

The Pro-Rector on Educational Affairs can enter the program and control the situation (studying results) of any speciality, discipline right up to certain groups and students; and on the basis of the Quality Department and faculties reports examine the offers concerning the discrepancies removal and improving of the educational process.

Thus the systematic conduct of the audits and carrying out the evaluation and analysis of the educational activities enable to judge fairly about the main directions of the educational process, determine discrepancies, offer ways of their removal and determine the ways of their improvement, that is to guarantee and refine quality of the education given at the South Ural State University.

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IDEALS OF ARTISTIC CULTURE IN THE SYSTEM OF THE HIGHER EDUCATION

Tarasova M.V.

*Siberian Federal University
Krasnoyarsk, Russia*

Introduction

The idea of reformations in higher education of modern Russia and introduction of innovational educational technologies still needs the profound methodological base. Nowadays the most valuable competences are the abilities for self-education, for self-modelling which help a person to find oneself easily in the space of multiple opportunities of profes-

sional realization. Among operations learnt during the educational period the key operations are those that model the world outlook of the human being and guide him to project his individual "world picture".

Methods

The main methods used in this research are general scientific methods of analogy, synthesis and extrapolation; the basic principles of G.W.F.Hegel's reflection theory and fundamental principles of the art theory by V.I.Zhukovsky.

Results and Discussion

The investigation of the notion "education" itself provides definition of major educational values. In Russian the etymological origin of the word "education" is "image-making" and "creating". That origin may be seen as a correct explanation of the essence of education as a cultural phenomena. Education is a reviving creation of the human being; the creation that liberates and makes visible the inner essence of a man. This inner essence may be understood as an ideal of a Human Being. Reviving impulse of education evokes operational activity of an individual. Educating a man means discovery of both himself and his capacities to realize the ideal action schemes. Education is a process of ideal-creating. Operations of ideal correlating between own subject quality of a man and a subject quality of the world are the main object of any educational situation.

In search of adequate technologies for solution of problems of world-outlook modeling in the higher education the new approach given in this research is based on the concept of education as a cultural vehicle.

"Culture" serves as a clarifying synonym of education in many languages. The main acting scheme realized by culture is involving a human being into a dialogue with himself and with the world. The mission of culture is Education and Creating of a Human Being.

Existing notional and functional correlations between culture and education give life to a hypothesis of the necessity to apply culture mechanisms to the system of educational institutes activities.

Owing to the active reflective quality of a psychological age of students, the higher education level becomes most attractive for using educational potential of artistic culture ideals, i.e. masterpieces of art. To organize a dialogue with art-works means to form a man's life position, to influence the formation of his/her world outlook.

In the process of applying mechanisms of artistic culture to the system of higher education the first task is to develop students' capacities of visual thinking. The second task is to master students' practice to cooperate and co-create in the coming-to-be process of artistic image development. Artistic image is formed in medium space of the dialogue-relationship between a viewer and an art-work. In comparison to other visual images artistic images, especially the one that was

born by relationship between a viewer and a real masterpiece, are characterized by incommensurably greater possibilities to represent a complete model of interrelation between a man and a Universe. This model is active and operational. To build up an artistic image during the dialogue-relationship with the artwork is a way to create a model of ideal spiritual activity of a human being in this world. The artistic image is an educational force, educational space and educational tool at one and the same time.

Conclusion

As a result it may be said that one of key problems of higher education in Russia today is lack of realization of a conceptual closeness between education and culture. Nowadays there are no existing technologies to adapt mechanisms of artistic culture to the sphere of higher education. At the same time a given research makes it possible to determine major directions where we can move to solve the named problems – to apply mechanisms of relations to the ideals of artistic culture to the sphere of higher education. The fundamental programme of introducing students to the space of art-communication via practice of visual thinking may become the main vehicle to create students' world outlook. This programme may become the basis of the whole educational process in higher

school. Notwithstanding the chosen specialization of a student (humanities, natural or technical sciences) the educational system that makes its goal to create an Educated and complete man who possesses multiple strategies of self-creating and self-modelling in this world, should use the educational potential of art.

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