



LJUBLJANA SCHOOL OF BUSINESS

**MODERN APPROACHES TO KNOWLEDGE
MANAGEMENT DEVELOPMENT**

Collective monograph

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This collective monograph offers the description of sustainable development in the condition of European integration. The authors of individual chapters have chosen such point of view for the topic which they considered as the most important and specific for their field of study using the methods of logical and semantic analysis of concepts, the method of reflection, textual reconstruction and comparative analysis. The theoretical and applied problems of sustainable development in the condition of European integration are investigated in the context of economics, education, cultural, politics and law.

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**MODERN UKRAINIAN YOUTH AND HISTORICO-AXIOLOGICAL FEATURES
OF SOCIAL COMMUNICATION**

Abstract. *The urgent problem of the present stage of the historical development of mankind is the analysis of social communications that determine the value orientations of the modern young people. This issue has been studied in a number of scientific papers. We paid attention to the fact that the era of the emergence of mass communications and information and communication technologies has forever changed the vectors of civilizational development of mankind and its culture. In our study we were interested in young people as active and passive the subject of social communications at the present stage of development is growing the importance of the media, the power of their influence increases. In this context, we opened the issue of the role of social advertising and theatrical events in PR activities. By their spectacle and emotionality, they activate young people to participate in them. At the same time, they serve as an effective mechanism of influence and interaction. In the course of the study, various situational examples were used, including from the life of the university where the authors work.*

Introduction

The urgent problem of the present stage of the historical development of mankind is the analysis of social communications that determine the value orientations of the modern young people. For example, the Young Europe 2017 study on European youth and their attitudes towards a united Europe identified the following most significant values: personal freedom, stability and reliability, skeptical attitude to personal life prospects, pessimistic assessment of the economic situation, frustration the national government. Young people always change the contours of the traditional social values. It is important to understand what they are socially significant perceptions of young people about what is good, justice, patriotism, love, friendship.

Modern scientific discourse reflects the versatility of communicative issues in the modern world, namely: the structure of society (T. Parsons); economic exchanges (J. Baudrillard); broadcasting myths (K. Levy-Strauss, R. Bart); street meeting (A. Giddens); dialogue between the two people (M. Buber); monuments and texts of culture (Yu. Lotman) [6, 157-165].

In a society that has moved to a new level of historical development, quality of life is largely determined by the quality of information an environment that virtually everyone is immersed in today. XXI century with his political and socio-economic cataclysms gradually it supersedes the eternal values of being, generally accepted in all cultures. People cease to perceive good, conscience, justice as valuable the dominant, orientation to selflessness, dignity, reasonableness,

courage, patriotism, value of the person. The modern world is filled with cruelty, selfishness, greed, which gradually supersede human values. Some even ceases to realize that the rejection of truth, honor, love for the people and countries will sooner or later turn to the destruction of the state. Significant role in change the value orientations of society are played by modern mass media. "It is widely recognized that they have long since ceased to be mere means the media. Rather, they are carriers of a specific value system, in the basis of which are the complex processes of cultural alchemy "[14,12].

Analysis of scientific literature.

The era of the emergence of mass communications and subsequently information and communication technology has forever changed the vectors of human civilization and development culture, completing the "Gutenberg Day" (M. McLuhan). Well-known American researcher at the University of California L. Suarez-Villa performs theoretical analysis of modern post-industrialism and believes that in the new social paradigm, the basic values will be the production of intellectual property, knowledge, creativity. The question of axiological component in the functioning of the information-communicative environment and the interaction of the media with the value system of society was reflected in the works of scientists J. Habermas, S. Cohen, N. Luman, S. Hall, K. Tester, N. Stevenson, A. Kapto, as well as A. Bashuk, V. Vladimirov, O. Hrytsenko, N. Zrazhevskaya, V. Ivanov, S. Kvit, V. Korneev, N. Kostenko, O. Kuznetsova and others. Noteworthy are the studies concerning axiological issues in mass media. This is primarily the work of scholars such as S. Cohen, S. Hall, K. Tester, J. Habermas, N. Stevenson, who consider the problem of the relationship between moral values and the media.

Axiological issues in mass communication are addressed by I. Annenkova, V. Berezin, I. Erofeeva, Y. Miroshnikov, T. Naumenko, O. Polikarpova, L. Svitich, V. Sidorov, G. Solganik, E. Pronin, O. Pronina, O. Ustimova, V. Uchenova, D. Hovalig. They focus on the axiological function of mass media, the expression of national values of Russian culture in media text, the worldview principles of journalists. Interesting are the works of modern researchers who study certain aspects of axiology of mass media, among them - A. Bashuk, V. Vladymyrov, O. Hrytsenko, N. Zrazhevskaya, V. Ivanov, S. Kvit, V. Kornieiev, N. Kostenko, O. Kuznetsova, V. Lyzanchuk, Y. Los, B. Potiatynyk, T. Prystupenko, V. Rizun, K. Serazhym, O. Serbenska, Yu. Finkler, N. Shumarova. They consider problems of representation of values in mass communication, value-ethical regulation of journalistic activity, emotional-expressive saturation of media materials.

In the information age, the recipient, according to scientists, learns a day more new than his ancestor has learned in his entire life. However, the significant flow of information circulated by the media is negative. This is evidenced by news in Ukraine and in the world, beginning with disappointing information about the COVID19, which has filled news of legal, cultural, economic, political and social nature. Moreover, acts of terrorism, wars, accidents, natural disasters are, unfortunately, the realities of our lives that reflect the media. However, the war that journalists are talking about is nowadays becoming more and more a product of the media, and it is unfolding more in the virtual plane than in reality. According to many researchers, because of the considerable flow of negative information, modern society can become, as it is unfortunate to admit, mentally ill. K. Jung warned about this in his time: "The future of humanity will be faced not so much with the threat of overpopulation or nuclear catastrophe, but with the danger of a mental epidemic"[18]. And that obviously because a person is surrounded by a variety media texts, comes under their influence. It is worth mentioning only the first weeks the dissemination of information about the COVID19 and the response of people to this news.

To say it was a public panic is to say nothing. After all, the negative streams of information can cause a whole spectrum of negative psychological states: anxiety, helplessness, nostalgia, fear, hatred, contempt, anger. This, in turn, can aggravate aggression behavior of recipients, reduce their sensitivity to cruelty, form an image of social reality, not quite adequate to reality. Of course not it can be argued that all recipients are perceived as being aggressive information will show hostility or anger. The media audience is not homogeneous, indivisible, whole. It is presented separately ethno-cultural, socio-cultural, socio-psychological groups, different by preferences, values, interests, needs, and more.

In our study we were interested in young people as active and passive the subject of social communications at the present stage of development is growing the importance of the media, the power of their influence increases. Previously, the authors investigated certain aspects of this scientific problem based on the research project 0120U101504 (registered March 5, 2020). We also express our gratitude to those students, Polozhai Maryna, Kozlova Sofiia, who have proved that young people are interested in this topic.

Results

1. The role of social advertising in the process of forming the worldview of modern youth. Today, the mass media have acquired a status of social value as the main source of knowledge for most of society. Accumulating a system of moral and ethical dominants that "grow" into the minds of the mass audience, they not only determine the value priorities of society, but also change them. As the main conductors of media information, they form myths and stereotypes, and thus determine the nature of people's relationships and moods. In this context, special attention is paid to the problem of theatrical events in PR activities, with their powerful emotional impact, visual expressiveness.

In recent years, there have been negative shifts in the value system in Ukraine: traditional norms of morality and behavior are almost destroyed and new ones have not yet been formed. Today, there are changes in the content of many traditional virtues. For example, the entire range of values associated with professional activity has changed. The main axiological characteristics of recent years have been the volume of wages and production stability. The so-called vocation, the usefulness of the profession, the enjoyment of work satisfaction have fallen into the background. Choosing their future profession, modern entrants are primarily concerned with the prestige of the specialty and passing points, despite even the specifics of the specialty they want to master.

When asked: "Why did you enroll in higher education?" - from 100 interviewed students answered: 2 - to study science, 5 - parents were forced and 93 - to have a prestigious job and a high salary (Ukraine today. - 2009. - No. 25. - April 2). During the introductory campaign of previous years, there were cases when one applicant simultaneously submitted documents to 5 or more (!) faculties, without even thinking about the specifics of the chosen specialties. The main thing, according to one of them, "to enter university, to get a piece of paper about higher education, and there it will be seen." Of course, it is difficult to get a college education today, because the cost of education is not affordable for many.

When choosing a future profession, you should consider your preferences, abilities, opportunities. It is axiomatic that anyone who has received medical education at the request of their parents will not always be a doctor. Sometimes it seems that the criteria of good and evil are being blurred.

Recently, one can observe a tendency of reorientation of traditional spiritual and cultural values and value orientations of the Ukrainian people to Western European models. Of course, the latter contain both positive and negative value dominants. However, in any case, focusing on the traditions and culture of other peoples is a borrowing that generates secondary, derivative, cloned values. Moreover, today there is an orientation primarily to the samples of Western low-grade, not elite culture.

As a consequence, many moral virtues, including responsibility, honesty, kindness, and sensitivity, which cause the dominance of consumer values, which testify to the regressive dynamics of axiological consciousness, the movement from post-materialistic to materialistic values, are receding into the background. In this situation, what is most worrying is that replicated anti-values can become entrenched and become dominant in the system of life-orienting youth. Therefore, today we should pay special attention to those factors that actively influence the formation of spirituality. Well-known American sociologist and futurist A. Toffler, in the preface to the collection "Values and the Future" (1969), wrote that before humanity today open wide and varied opportunities for further development. However, what future it chooses will depend on the values that govern human behavior. One can further this view by noting that the future of humanity is largely dependent on the values broadcast by the media. After all, in the information society, the media take on a special status: by engaging with mass audiences, they actively promote worldview principles and stereotypes, replicate sociocultural values, promote the traditional system of moral and ethical dominant or, conversely, stimulate their transformation.

Researchers of mass communication processes for a long time did not pay attention to the axiological role of the media. Among the main functions of mass communication are traditionally distinguished information (translation of events around the world), regulatory (impact on society and its knowledge through feedback), culturological (preservation and transmission of cultural heritage from generation to generation), which once proposed H. Lasswell. The axiological role of the media in communication was discussed at the end of the last century, turning to the study of moral panic and ethical issues of the media. S. Cohen was one of the first to address these issues, analyzing the concept of "moral panic" in his research. Panic is understood as an exaggerated, media-reinforced social reaction to relatively insignificant actions of social deviation.

Sometimes something completely new becomes the subject of panic, and sometimes something that has existed for a long time but has suddenly become the focus. In some cases, panic goes away and is forgotten, remaining only in folklore and collective memory; in others, it has profound and long-lasting consequences and can lead to changes in, say, legal and social policies, or even in public consciousness. According to S. Cohen, this situation arises when a condition, event, person or certain groups of people begin to be characterized as a threat to social values and interests. Recognizing the significant role of the mass media in creating a moral panic, the scientist says that the media themselves decide whether it is moral or immoral by affixing a label of deviance.

Problems of moral panic addressed in the late 70's of the twentieth century a group of British socioculturists from the Birmingham Center for Cultural Studies, led by S. Hall, came to the conclusion that some of the information in the mass media texts automatically makes readers and viewers nervous.

K. Tester, in the mid-1990s, went beyond the study of moral panic, greatly expanded the field of axiological studies of the media and sought to find out how the media convey moral values and influence their content. According to him, the media can be agents of moral progress and the

transmission of moral virtues, but this should not lead to the unequivocal conclusion that the media really play such a role. K. Tester is convinced that research on morality and the media should be based on the understanding that the media cannot be considered on its own, outside the socio-cultural context. It is in the context of the complex interplay between media and society that one can explain why media audiences remain somewhat passive before the good or bad of what they watch, do, and what they like.

On the need to saturate the communication space with positive information, journalists also emphasize on the pages of print publications. In particular, A. Tarnarutskyi, Coordinator of the Good News Association, notes that “in our life, negatively colored news cannot be dispensed with. But if we only focus on them and refuse positive messages, then we also sin against journalistic objectivity ”(UM. - 2009. - No. 63. - April 7). V. Niankin, correspondent of Sumy newspaper Panorama, states in his material "Joy of man": “People stopped visualizing a positive idea about the future ... We, small people, are not able to defeat the current crisis with economic methods of an all-Ukrainian scale. Our chance is to dismantle this wall of negativity brick by brick, erecting your monument from positive emotions.”(Panorama. - 2009. - No. 11 (535). - March 11–18).

The concept of social advertising is usually associated with solving socially important problems, namely the change of stereotypes of behavior of individuals, the formation of certain moral and ethical values [7]. Its difference from commercial advertising is that it is aimed at the development and formation of the moral and spiritual aspects of society. It is not only about its influence on human behavior, formation of its outlook and moral qualities, but also its relationship with the conditions of political, economic and cultural processes in general.

At the present stage of development, domestic social advertising has a wide range of opportunities, which are unfortunately not used enough [8, 48]. An analysis of the current state of social advertising in Ukraine shows that citizens and professionals are skeptical about its effectiveness. Apparently, people who do not have sufficient knowledge and experience in advertising, sociology and psychology are often involved in the creation of such advertising, which is extremely important for developing truly effective social factors. Usually, they do not work, because when they pay attention to a particular problem, they do not offer real and effective ways to solve it. In addition, sometimes social advertising causes unwanted reaction from the target audience, in particular young people, that has the opposite effect. Advertising campaigns of this kind are characterized by poor diagnosis of social problems, due to the fact that they are funded by the authorities and businesses on a residual basis. On the agenda is the formation at the state level of such a system of social advertising, which would ensure the interconnection of objects and areas of influence, in order to use it to significantly enhance the physical and spiritual and moral potential of modern Ukrainian society. The main subject of the socio-economic system is human beings. Therefore, the physical and moral health of every citizen is of great importance for economic development and for social progress as a whole. In this regard, the promotion of healthy lifestyles is an extremely important area of social advertising.

First of all, it is a problem of bad habits, such as smoking, alcoholism, drug addiction. They, we guess, cause a significant deterioration in the health of Ukrainian citizens. Many scientists and public figures have rightly called smoking, alcoholism and drug addiction problems that threaten the national security of the country. Smoking has become a mass and popular activity, which has increased the profits of cigarette makers, but has caused and will cause great harm to health, especially to women and children. There are already attempts to counter this phenomenon through social advertising.

For example, the legislation of other countries in Ukraine stipulates that cigarette packs should have an inscription that smoking is harmful to health. However, today such warnings are stopped by many, and young people usually do not take them seriously. One example is the US-based Truth Company, which promotes a new nicotine-free style and offers alternatives to smoking. EU countries have banned the promotion of tobacco products on television. Italy already has a complete ban on all forms of tobacco advertising. In the UK, not only any direct advertising of tobacco products is banned, but also financial support to tobacco companies for sporting events.

Modern anti-tobacco advertising is ineffective because social behaviors of the smoker population are virtually ignored. In our opinion, the main focus of the impact of social advertising in Ukraine should be women whose health and appearance of smoking is particularly detrimental. This will reduce the incidence of children and additional health care costs, meaning that it can be counted on to have a significant economic impact. It is necessary to use specific methods of influence, taking into account the features of female psychology. It's no secret that the most important thing for most women and girls is the attractiveness, the search for a decent life partner. Nowadays, many women in Ukraine and in the world consider smoking a factor that facilitates dating with men.

In the early twentieth century, women's smoking was associated with depraved, debauched and low levels of social status. Starting in the 1920s, stereotypes about smoking's association with women's attractiveness, independence and success were created thanks to the first advertising campaigns for women's cigarettes Lucky Strike and Philip Morris. This notion should be changed to create another form of attractiveness for the female image, demonstrating the negative attitude of men towards women who smoke. And vice versa.

New momentum is needed for anti-alcohol advertising. Alcoholism is not only the cause of family conflicts, but also leads to an increase in diseases among the younger generation, an increase in mortality, mainly in the male population. However, as in the case of tobacco, modern anti-alcohol advertising is limited to the label on the packaging of alcoholic beverages: "Excessive alcohol consumption is detrimental to your health." This phrase is written in a hard-to-read and slow-response font, which is why it has no significant effect on consumer behavior. It is necessary to take into account the socio-psychological characteristics of the age group of consumers of beer and other alcoholic beverages.

These are mostly young people who have not yet realized the value of health. Therefore, it is logical to emphasize in anti-alcohol advertising that excessive consumption of alcohol leads to a complete degradation of personality and loss of socio-cultural status.

The problem of drug addiction is becoming increasingly relevant. At present, media and government officials are not paying enough attention to this issue. Young people should be clearly aware of what they are condemning themselves to, since the maximum life expectancy from the start of drug use is only 7-10 years.

In addition, they can be dragged into the underworld, with a high likelihood of getting infected with AIDS and other dreaded diseases. We need to be reminded of this all the time. In our view, social advertising should promote a healthy lifestyle. Increasing life expectancy is not an end element of social advertising. It must also find its natural continuation in the development of the moral potential of the nation. Physical and spiritual development should be considered in their unity and inseparable connection. In general, we are talking about a revival on a whole new level of Hellenic tradition "in a healthy body - a healthy spirit".

Thus, it is necessary to promote the humanization of society. Humanism is manifested in the revival of the traditional sense of goodness and empathy for the Ukrainian people. Active and comprehensive advocacy for humanity, charity and mutual assistance is needed. For a humane society involves the desire of all its individuals to be happy.

2. Theatrical activities in the process of social communication and public relations

2.1. Theoretical basis for the use of theatrical activities in the process of social communication and public relations.

Theatrical events can be considered as a means of personal development, they are a direct reflection of all changes in society in any field of it (political, social, educational, religious, moral, ethical, ideological, economic, cultural... etc.). That is what they must meet all the needs of the modern young personality.

There are many definitions for the term 'pageant'. To use the term in the field of PR, we propose to use the following definition: "Theatrical event (action / spectacle) is the embodiment of creative thought through the creation of artistic images, which aims to convey a certain idea to the viewer, with the use of ideological and emotional influence in the script . "

When preparing for a pageant, one must keep in mind the specific requirements that exist for the event to be as successful as possible and to achieve its goals.

First, it must be remembered that an event only acts as a tool to achieve a specific goal. Thus, the spectacle should form the necessary settings in your viewer, create the appropriate mood and evoke experiences, which in turn are appropriate to the goal. Secondly, you must strive to attract the optimum number of participants in the event. These can be not only spectators but also those directly involved in the organization of the spectacle. In this way, everyone will be able to show their abilities, knowledge and talent.

When preparing for a mass event, one must take into account the age, and therefore the mental characteristics of the viewer (target audience). The event should capture its participants (audience), depending on the form of material that was selected and the activity of the viewer in action. The more you engage the viewer in directly engaging in the spectacle and the more clearly you submit the material, the more it will affect the atmosphere and the perception of the main idea. Last but probably the most important requirement for theatrical action: "The play should end a little earlier than it gets bored" [4].

The success of the spectacle depends not only on the directorial talent of the director, but also on the main presenter who sets the mood of the event. The success components of a good presenter are:

- Ability to connect with an audience;
- Taking into account the individual age and mental characteristics of the viewer;
- High level of general erudition, skill in a specific theme of the event;
- Understanding the laws of the scene;
- Speech culture, "delivered" voice;
- Ability to creatively solve non-standard situations [4].

Of course, the presence of the presenter, although not a necessary factor in the creation of a theatrical act, facilitates its implementation. Even if the event starts spontaneously and aims to attract viewers at the expense of unexpected performance. The presenter may appear at the end as a point of concentration and explain to the public the purpose of the spectacle, to present the event organizers.

Therefore, on the basis of the presence of the presenter, there are 2 types of theatrical events: 1) with one or more presenters (these are usually complex events that include multiple performances that require the announcement of a title, performers, etc. Examples include various professional awards: Oscar, MTV Music Awards.) 2) without presenters (flashmob, pseudo theatricalization).

When planning and writing a scenario for a future event, the filmmaker and screenwriter must consider certain features of the spectacle. Yes, it is very important to determine the place where the action will take place, because the technical possibilities at the makeshift playground in the park are much different from the technical capabilities on the stationary stage of the opera house.

Much attention should be paid to the artistic organization of space. The space on the stage of the concert hall is two-dimensional, and the viewing point is one, given by the ramp, the position of the stage and the auditorium. In turn, the space, such as a stadium, is three-dimensional and has a circular view. The spectacle of the stadium is perceived by the spectators from all sides, and therefore the design of the decoration should be built in accordance with this feature. When creating a spectacle at a stadium, the director must take into considerations not only the space of the stadium itself, but also the peculiarities of its environment, which affects the overall perception of the space by the viewer. It is very difficult for the production manager to keep in mind that keeping the entire stadium attention, with a capacity of tens (sometimes tens) of thousands of spectators, is very difficult, so it is important to determine the focus points in advance - the anchor points that will facilitate the mass spectacle [2].

Sometimes, if the pageant is a mass event, it is necessary to organize the distribution of audience attention. If during a theatrical performance on stage the focus of attention is in one place - the stage, then during mass celebrations (fairs, open days, festivals) it is necessary to create a polycentric model that contains several entertaining centers, each of which can hold its own attention a large number of viewers. This system allows you to maximize the impact on your audience in a crowded environment. In addition, this model makes it much easier to avoid accidents due to the large number of people involved [2].

Thus, when creating a script, the director should consider the following factors:

- Event Tasks (an idea to convey to the audience);
- The venue for the spectacle (stadium, city street, makeshift playground in the open air ... etc.);
- The scale of the event, the number of spectators;
- Material resources (the bigger the budget - the bolder ideas of the director and screenwriter can be realized) [2].

Before writing a script that requires any action, you need to define the concept. It will become the nucleus of future text. The concept can be compared with the frame around which the arguments, facts, illustrations are subsequently attached [4].

Having decided on the concept of the event, you can begin the process of building a script composition. Like any literary genre, the script should have the following elements: prologue, plot (introduction), main action (action development), culmination, finale, aftereffect (optional).

Building a script and installation structure for such an event in the PR industry requires a combination of different components. Here, the scenario is constructed in a spiral, where each number (as an element of the spiral concept) is independent, but vertically ascending to the

culmination of the spectacle (ie to the top of the spiral - the main event of the event, which usually expresses the idea of its conduct).

The prologue (exposure) is the beginning of the event, the introductory part of the script [3]. The beginning of the event is very important. The prologue is intended to prepare the spectator for the spectacle, to set the mood, atmosphere. Prologue is defined as a short emotional action [4]. This action is intended to intrigue the viewer, make him stay and watch the sequel. To do this, apply certain techniques:

- Verbal. It can be a dramatized scene, a discussion, a sensation, an extremely unusual news story (a poem on a theme, reading a letter or an order, presenting respectable guests);
- Ritual. As a rule, it is represented by various ceremonies and traditions (bringing a flag to the hall, meeting with bread and salt, lighting a fire, relay transmission, a moment of silence);
- Musical. This may be fanfare, an orchestra performance with a country / organization official / unofficial anthem.
- Prologist. A video or clip showing clips of a video, photo, according to the theme of the event.
- Application of technical effects. It is one of the spectacular types of prologue that can be represented by a salute, the launching of balls, the ignition of a large number of festive lights and garlands or emblems[4].

The main part is usually represented by various spectacular numbers of theatrical character: choreographic and vocal performances, pantomime, humorous opera. When creating a theatrical act, we need to remember that this is a show. It should capture the viewer, give him some thought, if you need to omit any elements in the composition chain related to the action, conflict, and climax - then you can use it. However, the idea of focusing on the laws of constructing a composition is still necessary.

Final (outcome). The main purpose of the finale as a structural element in the composition is to summarize, measure the event. It is very important to combine "hall" and "stage" in a single ritual action (final song, dance, dedication) [4].

One of the characteristics of a mass event is the powerful emotional impact on the viewer, which is usually sought by a PR industry employee by organizing such events. The fact is that being in a crowd, people for a while lose themselves as an independent unit and become part of the crowd. In this case, actions, feelings and thoughts of one are directed by the collective, a mass consciousness emerges.

Through the skillful application of the means of ideological and emotional influence, one can achieve the effect of the greatest influence on the collective consciousness, which will have its imprint in the individual. Such events include music, cinema, light, sound, mass scenes, pyrotechnic effects, symbolism and color, etc. [4].

It is the skill of the director that depends on the logical and skillful combination of all the above elements that help to create a holistic, aesthetic spectacle with the necessary emotion. On this basis theatricalization is based - the expression of the content of the material by the means of the theater, the opening of the dramatic conflict and the creation of the artistic image of the performance) [4].

It is believed that this particular condition makes it possible to call the event theatrical. In any other case, it will be a mere spectacle, without idea and purpose.

The director of the theatrical event may be a PR specialist himself or a hired worker with special education.

When it comes to pseudo-theatricality, then, as a rule, PRs model the situation independently and explain to the customer: what to do, what emotions to show, how to behave in unusual situations. The customer also acts as the main actor. However, if you are looking at specific performances that can be used to attract the maximum number of viewers to a contact, then you need to hire a dedicated staff member to perform the director's role. In such a situation, employees are usually employed as well.

The use of theater as a method is not included in the list of basic methods in PR. However, it is impossible not to notice how often theatrical measures are used today in order to attract the maximum number of people and to promote a certain idea. The theatrical method involves the expression of an idea that the customer wants to convey to the public through the methods of theater. Creation of artistic image, spectacular show, choreographic and vocal performances. Examples of such events include charity or sponsorship concerts organized by businessmen to maintain their positive image.

Moreover, it is suggested to understand not only the play of actors on stage when everyone around the world realizes that the theatrical sketch is being played, but also the "hidden" play when the real person gives the feelings, thoughts and actions of the lyrical hero for his or her own. In this way, the person playing the role is misleading the audience. Sometimes planned actions, as if a theatrical sketch, appear to be true events, in order to achieve certain goals for the promotion of the product (service, personality) and to retain a certain image in the eyes of society.

The episode that took place on September 23, 2004, during the political contest of the two main candidates for the presidency of Ukraine, is a bad example of such a game. At that time, Viktor Yanukovich's political technologists tried to stage an attempt to assassinate their ward. Coming out of the car, Viktor Yanukovich had to "give a sign", after which it was planned that the politician would simulate the fall from the bullet. However, no one predicted the actions of a student, Dmitry Romanyuk, who threw an egg at V. Yanukovich. Thinking that this was a "sign" (a shot was fired by an idle cartridge), Viktor Fedorovich grabbed his heart and fell to the floor. Of course, bodyguards quickly picked up the politician and put him back in the car. This event had been widely discussed in the media and had become almost a canonical example of the unsuccessful work of political technologists. Ratings Yanukovich had fallen sharply to a critical minimum.

In such cases, as mentioned above, there is a problem of morality in the use of theater as a method of promoting the individual (organization, firm). However, the possibility of a "black" PR as a means of combating a competitor cannot be excluded. Although it is considered a quasi-form (distorted form) of the classic "white" PR, it is still widely used in the modern world. That is why we can only study it as an integral part of PR as a whole.

2.2. Theatrical event as part of event marketing.

By classifying theatrical events in PR activities it is suggested to start from event marketing. Event marketing is the organization of events for mass and corporate events. Mainly corporate events are aimed at strengthening the inner spirit of the company, for holding mass events designed to support powerful promotions and PR-campaigns, which may also include the organization of tasting and raffle [15].

The main purpose of event marketing is to engage the audience in the inner world of the organization. That is, the entrepreneur tries to present his brand, corporate values and privileges of

his own product. The main emphasis is on the organization of special events aimed at promoting and supporting the image of the product (business, personality) through the creation of bright, exciting and interesting events: shows, presentations, concerts, parties, conferences.

This promotion method has a list of benefits. Event marketing gives the impression to the buyer that the entrepreneur is paying attention to the customer, which in turn elicits a positive response. A pageant organized by an entrepreneur (firm, individual...) becomes a "brand" in itself. This in turn allows it to be widely used in further promotion (PR) of the customer.

Often, during the show itself, the manufacturer (entrepreneur, firm...) is provided with a convenient way to test their product or service. In this case, those who attend the event act as a focus group. Thus, the entrepreneur has the opportunity to save on research, not to mention that it is possible to arrange direct sale of products during the action. Sometimes it is even possible to interactively sell sales into a script. For example, offer the audience an auction to buy the product to continue the storyline.

An important benefit of event marketing is allowing it to be used even in situations where direct advertising does not work or is completely prohibited. The strong flexibility of this type of PR allows you to write a variety of scenarios, depending on the budget provided by the customer. Competently produced theatrical event as an element of event marketing makes it easy to achieve the goal, provided the right choice of the target audience, as well as the selection of the event to the psychological requirements of viewers, according to age.

Starting from the idea that a pageant in a PR can be considered an integral part of event marketing, it is suggested to take a classification similar to the relevant one.

Classically, event marketing is divided into: educational (seminars, trainings), sports (competitions, sports competitions, tournaments of various sports), entertainment (shows, concerts, festivals), business (congresses, exhibitions, presentations). [3]

Therefore, theatrical events can be divided according to the context in which they take place. This classification will include a breakdown by application:

- Educational (lectures on open days, demonstration of simulated situations at trainings, graduation at schools and universities...);
- Sports (opening / closing ceremonies of sports competitions, olympiads, tournaments, competitions, sports and recreational events with elements of theater with the participation of spectators...);
- World-class entertainment (shows, concerts, festivals, performances of show-ballets at parties, discos, dance evenings, balls, celebrations of solemn events, fairs, beauty pageants...);
- Commercial and business (opening and closing ceremonies for film festivals and exhibitions, fashion shows, fairs, opening ceremonies for new construction sites (laying the first brick), open days);
- Pseudo-theatricality. They are usually arranged in the political or public sphere to promote a particular individual. Companies and businesses can sometimes be advertised in this way, but the main action will still be down to the action participants, who in turn are usually the top executives of these companies or other workers (the emphasis is on the specific employee, his actions and thoughts are identified with the company in which he works). Such pseudo-theatricals try to make them as resonant as possible so that as many media as possible pay attention to them (but a possible variant of the ordered materials in several well-known media, the so-called "jeans").

2.3. Practical implementation of the proposed classification of theatrical actions in the field of university PR (by example UCF). This section presents examples from the life of the university and Ukraine as a whole, to which the classification proposed in the previous section can be applied. Terms of observation: 2018-2019 academic year, the first semester of the 2019-2020 academic year. The main criterion for evaluation is the venue (according to the classification).

a) Educational and commercially theatrical events

One of the most interesting examples of the merger of two types of theatrical event, namely educational and commercial business, is the Open Day at the University of Customs and Finance.

Such measures fall into two categories precisely because they have several basic functions. To define such an event as educational enables us the fact that an event takes place within the walls of an educational institution and the main task of such an event is to inform the entrants and their parents (guardians) about the professions that the student can master within its walls.

Usually, on the walls of the University of Customs and Finance, students prepare various trainings, stage numbers that represent their specialty and student life as a whole, in order to interest the future student. In the course of a pageant show in the form of, for example, performances by a team of drummers, future entrants receive additional motivation to enter this university because of the opportunity to become part of this group and to engage in interesting activities for a number of classes free of charge. In this case, thanks to the theatrical performance in the form of a performance by a team of drummers, the university gains a competitive advantage over other universities (provided that the same or almost identical overall indicators).

In its turn, the Open Day at the University of Customs and Finance can be attributed to a commercially business type of pageant. Here, the other side of the classification is more representative, namely the purpose of the event. The main purpose of the Open Day is to attract the maximum number of entrants to the application process. Thus, the university fulfills its commercial purpose - to receive tuition fees.

b) Entertaining theater events

The most obvious kind of theatrical event is secular entertainment. Examples include a variety of fairs: the Sorochinsky Fair, the annual charity fair at the University of Customs and Finance. The last event was mentioned on the website of the Ministry of Education and Science of Ukraine [16]. Usually, the fair is not only a sale of goods, but also a whole theatrical phenomenon. To take the Sorochinsky Fair specifically, it can be said that it not only allows artisans to sell their rather specific goods directly, but also serves as a PR campaign for the organizers, in the form of local patrons who spend their own expenses on organizing the fair. Here theatrical events in the form of nativity scenes and choreographic numbers also increase the number of spectators. These activities perform several functions at once: PR organizers (in the form of local deputies, patrons ...). A good place to advertise sponsors who have helped in the organization (companies, businesses, corporations ...). Direct sale of artisans products at the fair. Of course, it is beneficial for each of the presented groups to have the maximum number of spectators. And it is the variety of theatrical events that give you the desired effect.

Thus, based on theoretical assumptions and specific examples, we classified the types of theatrical actions in social communication, pointed out their entertainment, emotionality. These characteristics create a channel of communication with youth for the transmission of value guidelines.

Conclusions

The image of modern man, unlike other historical times, is formed not only under the influence of traditional cultural and spiritual values, but also under the influence of the media. In this paragraph of the monograph, we paid attention to the fact that the era of the emergence of mass communications and information and communication technologies has forever changed the vectors of civilizational development of mankind and its culture.

We noticed that the media audience is not homogeneous, indivisible, integral. It is represented by separate ethnocultural, sociocultural, sociopsychological groups, different preferences, values, interests, needs, etc. In our study, we were interested in young people as an active and passive subject of social communications. Also, we covered the issue of whether today the mass media as the main source of knowledge for most of society acquire the status of social value. Accumulating a system of moral and ethical dominants that "grow" in the minds of the mass audience, they not only determine the value priorities of society, but also change them, determine the nature of relations and moods of people. In this context, we opened the issue of the role of theatrical events in PR activities. By their spectacle and emotionality, they activate young people to participate in them. At the same time, they serve as an effective mechanism of influence and interaction.

In Ukraine in recent years, this was discussed at the beginning of the paragraph, there have been negative changes in the system of values: traditional norms of morality and behavior are almost destroyed, and new ones have not yet been formed. Today there are changes in the content of many traditional virtues. For example, the whole set of values associated with professional activities has changed significantly. Wages and stability have recently become the main axiological characteristics. The so-called vocation, the usefulness of the profession, the enjoyment of work have receded into the background. Therefore, choosing a future profession, modern entrants, we believe, are primarily concerned with the prestige of the specialty and passing scores, despite even the specifics of the specialty they want to master.

No one is surprised by the tendency to reorient traditional spiritual and cultural values and value orientations of the Ukrainian people to Western European models and standards. Of course, the latter contain both positive and negative value dominants. However, in any case, the focus on the traditions and culture of other peoples is a borrowing that generates secondary, derivative, cloned values. In addition, today there is a focus primarily on examples of Western low-quality, rather than elite culture.

The authors believe that a significant problem is that many moral virtues recede into the background, including responsibility, honesty, kindness, sensitivity, which causes the dominance of consumer values and shows the regressive dynamics of axiological consciousness, the movement from postmaterialist to materialist values. In this situation, the most worrying thing is that the replicated anti-values may become entrenched and become dominant in the system of life goals of young people. Therefore, in this study, we paid special attention to the factors that actively influence the formation of spirituality, tried to analyze the qualitative axiological course and understand the positive shifts of mass media vectors that occur in recent years.

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