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СОЦІОКОМУНІКАЦІЙНІ ТЕХНОЛОГІЇ



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The documentary and information communications in cultural service centres

The research examines the theoretical and practical foundations of documentary and information communications in the system of ensuring the cultural service centres functioning. The authors analyse the impact of public information, organisational and administrative documents, their importance in documentary and information communication, and comprehends their exceptional role in the effective management of the researched cultural institution. Further theoretical and practical perspectives in understanding various types of documentary, information and communication support for the effective operation of cultural service centres are highlighted.

Keywords: documentary and information communication; organisational and administrative documentation; public information; cultural service centre

Introduction. The decentralisation processes have raised the issue of transformation and the functional component of the basic network of cultural institutions, including clubs. The club-type institution remains one of the main centres for the

cultural services provision in territorial communities. It determines the relevance of the reviewing its functional efficiency and rationality.

Studying the functional potential of club-type cultural institutions, we emphasise their decisive role

in ensuring cultural rights and freedoms [4], which encourages cultural workers to search for innovative forms of the club-type institutions functioning. The latter one is a challenge and a need for important cultural transformations [3].

The legal basis for the transformation of cultural institutions was the implementation in 2021 the following changes of the Law of Ukraine "On Culture". The list of the basic cultural institutions network was added by the concept "Cultural Services Centre", which is defined as "a multifunctional cultural institution that is conveniently located for residents of the territorial community/adjacent territorial communities, provided with qualified staff. It has a modern material and technical base and is able to provide a range of cultural services, including counselling" [10]. According to the legal clarification, a cultural service centre may be established by a decision of a territorial community or by a joint decision of the councils of neighbouring territorial communities, with the aim of rational and efficient use of available resources and the material and technical base of the cultural institutions basic network and the creation of appropriate conditions for providing the population with cultural services.

One of the effective tools for the cultural service centres functioning is the documentary and information communication. It allows people to ensure the quality management of the institution, as well as to coordinate the work peculiarities, functional diversity, personalised offers of services, offered by the centres.

The research in this theoretical discourse is promising and relevant in the context of the novelty and practical significance, which will allow to determine the documentary and information features of communication practices in cultural service centres.

Theoretical background. The transformation processes in the system of club-type cultural institutions have activated Ukrainian scientists to understand the prospects of such changes and their studies are characterised by an interdisciplinary approach.

For example, T. Pavliuk, analysing the cultural service centres functionality through the prism of providing communities with basic cultural goods, underlines the capability of the cultural sphere development in territorial communities. According to T. Pavliuk, "the main prerequisite for the successful implementation of the initiative to create cultural service centres is the close connections among the processes of its development and implementation with its direct beneficiaries. So, they mean the

permanent monitoring of the initiative and rapid response to its results with subsequent adjustments to the initiative" [7, p. 105].

The modern instruments of the cultural service centres management are being used by young practitioners. For example, O. Maksymenko, analysing the effectiveness of the implementation and use of innovative tools in the cultural service centres management, highlights the effectiveness of strategic planning and analytics, active applying of the project and financial management, communication strategy and effective team partnership. O. Maksymenko emphasizes the importance of active research of the management tools and their effective application by all participants during the cultural service centres transformational processes [5, p. 77].

The researchers who focus on the cultural services transformation highlights the issue of modelling the public services and cultural services network at the local level. For example, N. Plotnik, studying the transformation of cultural services in the Kharkiv region, provides the following recommendations on the procedural stages of cultural institutions transformations: modelling the network of public services in the culture domain; the analysis of the existing cultural institutions network for compliance with "The Concept of reforming the system of providing the population with cultural services". According to the scientist, such procedural components will allow to form a new model of the future cultural institutions network in the region, corresponded to sectoral decentralisation of the providing the population with access to quality cultural services [8].

"The Methodological Recommendations for the Cultural Service Centres Establishment and Operation in Territorial Communities", approved in 2022, became the practical recommendations on the main processes of the club institution transformations. This document defines the initial organisational and legal stage of the cultural service centres establishing. According to the recommendations, "the local council decides on the establishment of the cultural service centres, creates a working group to prepare a draft charter, approves the charter, approves expenditures from the local budget of the territorial community for the relevant budget period for the cultural service centres organisation" [6].

Based on the the above-mentioned, we underline the importance of creating an effective system of documentary and information communication in cultural service centres, because their role is crucial for the cultural institutions activities.

The role and importance of the documentary information communication is mainly considered in terms of its legal, organisational and managerial features. The theoretical understanding of the public information functionality is revealed in the context of the right to access to public information, regulatory mechanisms and essential characteristics.

E. Ablyakimova focuses on the need for theoretical and practical consideration of the specifics of legal research on access to public information. The scientist pays attention to the priority of scientific research on understanding the legal aspects of the information society building where public information is dominant. In her opinion, the issues, related to ensuring access to public information, are "the integral elements of the implementation of citizens' rights and freedoms in the information sphere" [1, p. 389].

The importance of the right of to public information access upon information requests is also emphasised by N. Kamenska. Analysing in detail the legal grounds for public information access, she identifies the possible bureaucratic shortcomings in the researched the laws [2].

Thus, the documentary and information communication are determined by its legal basis, depends on the the spheres of the public information functioning, including the culture domain.

The purpose of the article is to clarify the role of the documentary and information communication in the system of ensuring the cultural service centres functioning. To achieve this purpose, we have solved **the following tasks:** the theoretical approaches to understanding the concepts of "documentary and information communication", "organisational and administrative documentation", "public information" were analysed; the exceptional role of public information and organisational and administrative documents in the activities of cultural service centres was highlighted.

Results. The introduction of the latest documentary and information communications can improve the functioning of any institution, enterprise, or organisation. The innovative means of documenting and disseminating information are constantly expanding the communication environment as well as the consumer audience.

A. Solianyk states that the documentary and information tools and resources form the complex documentary and information communication system, which is simultaneously a part of the social communication system and a set of all documents.

They include all consumers of documented information, the relations among them, determined by both the internal properties of the system and the external environment, the conditions of its social functioning. It ensures collection, creation, analytical and synthetic processing, storage, search, distribution and use of documented information in society. The information, recorded in documents, becomes the important resource and can be considered as a leading driving force of the social development [11, p. 9—11].

The organisational and administrative documentation is one of the tools for ensuring documentary and information communication in the cultural service centres functioning. This type of the documentation carries out and regulates all management processes. Such a documentary and information resource is very important, as it constitutes the cultural service centre documentary fund and is used to manage decision making processes. Establishing the centre, we should follow the generally norms and procedures for creating management documents, which are defined in laws and regulated by standards. In addition, we need pay special attention to special recommendations regarding the exclusivity and uniqueness of the cultural service centre.

The organisational and administrative documentation is an important regulatory component in the cultural service centres establishment. It is very important to know and consider the compliance with all procedural processes and to follow the regulations and standards.

The current legislation of Ukraine defines the organisational and administrative documentation as a unified subsystem of governmental documentation that ensures the organisation of management processes and labour, which is divided into the following ones:

- the organisational, which contains rules and regulations that determine the status, competence, structure, the institution staffing and personnel composition, the institution functional content and its subdivisions (regulations or charter of the institution, regulations on structural subdivisions, job descriptions, staffing tables, contracts, etc.);

- the administrative, which records decisions of a regulatory, legal or organisational and administrative nature on the main issues of the institution's activities, administrative and economic or personnel (staff) issues (resolutions, decisions, orders, instructions);

— the informational and analytical ones contain the information on the basis of management decision making processes (acts, certificates, memoranda, statements, explanatory notes, protocols, official letters, etc.) [9].

The institutions organisational and administrative documents are drawn up on appropriate forms, created in electronic form in accordance with the requirements of "The Standard Instruction for Documenting Management Information in Electronic Form and Organising Work with Electronic Documents in Record Keeping, Electronic Interdepartmental Exchange" [12].

It should be noted that the issue of the organisational and administrative documentation transformation, as a means of implementing management functions, is actively researched. The scientists analyse the practical effectiveness of the requirements for the preparation of the organisational and administrative documents in the context of regulatory changes, type classification and design methods.

All these issues are also relevant for the cultural service centres creation. The latter one is the newest element in the system of the cultural institutions network. The cultural institutions transformations require regulatory and documentary knowledge and their correct application. They allow us to make well-reasoned decisions on the new cultural centres' creation at all stages of their formation and development.

In addition to the national norms and rules, a practical guide for cultural managers "Cultural Services Centre in the Territorial Community", initiated by the project "Cultural Services Centres as a Community Cohesion Tool", has been developed. The manual book reveals the algorithm for cultural service centres establishing, focusing on the priority stages of management decisions, determined by the creation a fundamentally new structure.

The development of organisational and administrative documents begins at the organisational, legal and construction stage, where the local authorities have to decide to establish (to construct or to repair) a cultural service centre. In our opinion, we should pay attention to the development and approval of the constituent documents. For example, the cultural services centre's charter additionally accepted the following components: information on its name, purpose and subject, the size and procedure for the formation of the authorised capital and other funds, the procedure for the division of profits and

losses, management and control bodies, their competence, and the conditions for reorganisation and liquidation of the entity. All of them define the value orientations and potential of the institution.

In the opinion of the authors, the recommendations, dealt with the specifics of establishing cultural service centres, emphasise the importance of the defined institutional values, which will be known and understood by both visitors to the centre and its staff. The values should be properly considered with a focus on the the community needs because they will determine the uniqueness of the institution and its functionality. It is recommended to specify values in the cultural institution's charter or strategy [13, p. 11—13].

Public information is crucial for the cultural service centres effective functioning.

The access to the free public information on the cultural institutions websites is aimed at attracting consumers to the various cultural services. At the same time, public information gives a potential consumer an opportunity to analyse and choose the cultural service they need. Open public information allows us to analyse both the competence characteristics of cultural service centre employees, their professional features, and the legal basis for the centre's commercial offers. Such way of the information representation (a website) contributes the understanding of the centre's activities without any payment. A website is a necessary information tool that reveals the cultural service centre's functional potential, its offers for visitors and management features of its operation.

It should be noted that the right to access public information is a mandatory legal basis in the system of the cultural service centres functioning. In this context, it is necessary to underline the priority of ensuring of the centre's activity at a highly professional level. After all, the permanent updating of public information and compliance with legislative norms require the systematic support. So, the cultural service centres face the problem of having a specialist to maintain a high-quality website.

The effective cultural service centres' activity with public information involves the introduction of innovative management practices that require legal and documentary knowledge. The high-quality public information functionality will make the centre competitive, attract additional financial support, improve the material and technical equipment and make the institution economical.

Conclusions. The decentralisation processes have raised the issue of transforming cultural institutions. Ukraine has created organisational and legal instruments for the cultural service centres establishment. The issues of the documentary and information communication, its organisational and legal mechanisms are relevant for the effective functioning of the cultural service centres. Therefore, it needs more researches in the theoretical and practical contexts among Ukrainian scholars.

The establishing of the cultural service centre consists of several stages. The main one is the preparation of organisational and administrative documents. Public information is the integral part of the quality functioning of cultural service centres. The access to public information allows to ensure both quantitative and qualitative indicators of the centre, to transform the centre's activities in accordance with the requirements of the modern cultural market.

However, documentary and information communication in the system of ensuring the functioning of cultural service centres is not limited to organisational and administrative documents and public information. The peculiarity of the documentary and information communication in cultural service centres includes documentary and information support for the creation of cultural services, the procedure of the its results analysis regarding consumer interest, and the partnership communication among all subjects of the effective transformation of the cultural service centre. That is why we focus on the further theoretical and practical prospects of considering the documentary and information communications' peculiarities in the system of the cultural service centres effective functioning in the context of the detailed identification of the specifics of the institution and its potential's transformation.

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Документно-інформаційні комунікації в центрах культурних послуг

У статті досліджено теоретико-практичні засади документно-інформаційних комунікацій в системі забезпечення функціонування центрів культурних послуг. Проведено аналіз впливу публічної інформації, організаційно-розпорядчих документів, їх значення в документно-інформаційній комунікації, осмислено їх виняткову роль в ефективному управлінні досліджуваного закладу культури. З'ясовано теоретико-практичну перспективність в осмисленні різних видів документаційного, інформаційного та комунікативного забезпечення ефективної діяльності центрів культурних послуг.

Ключові слова: документно-інформаційна комунікація; організаційно-розпорядча документація; публічна інформація; центр культурних послуг

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