

Based on Standard instruction each institution and local authorities in Ukraine have to develop an individual instructions in recordkeeping that approved by the state archival institutions.

Thus, the provisions of Standard instruction are mandatory for all central and local executive authorities of the Autonomous Republic of Crimea, as well as for enterprises, institutions and organizations belonging to the jurisdiction of these authorities, which, in turn, it is not exclusive of the use standard instruction by all other entities regardless of their subordination and ownership.

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### **CORPORATE CULTURE AS A FACTOR OF COMPANY'S EFFICIENCY**

One of the aspects that lead to the overall success of a company today is the concept of a corporate culture within the organization. It is an effective tool that helps unite all the segments of a company into one to achieve a common goal, encourage initiative, to ensure loyalty and understanding among employees.

Corporate culture is one of the most effective means of attracting and motivating employees. Once a person meets his/her needs, roughly speaking, purely physical, he or she starts experiencing the strong need in meeting the other side of the coin: the social position, direct working environment, the brand of a company, involvement in a new project, the ability to fulfilment, recognition and achievements of others, the challenging activities that encourage somewhat of a stimuli for employees.

Corporate culture differentiates the companies by themselves and determines the success of the operation and survival of the organization. Each organization

has different structure and evaluates itself on the basis of different criteria. Corporate culture has a direct impact on the efficiency of the organization, as it appears in all activities in relation to their organization. And it allows the company to move in one direction or other.

The mechanism of corporate culture formation is associated with the first success. In an effort to survive in an environment that does not collapse under the influence of internal factors, the employees take certain decisions, carry out particular actions. If the activity is successful, it will continue at the unconscious level and is reproduced in the relationship. The first successful actions are characterised by certain unconscious priorities that are formed by the core of organizational culture.

Today the businesses are rapidly growing, and, thus, creating new job placements; though, on the other side of the scale – in the realities of growing worldwide economies there is that growing personnel shortage: the shortage of true professionals and skilled workers. But staff always has the desire to change the good for the better.

Therefore, those companies – that invest in the development of their staff (training and development); that have formed the system of values and beliefs, that encourage the corporate culture; those that support staff loyalty and strive for the company's efficiency – will always win.

There is no need in hiring costly-paid consultants to lay the ground for corporate culture in the company. Some companies practise the environment of friendly atmosphere – friendly attitude among employees will lead to respectful treatment of clients. Moreover, it is important that the company sets the tone by its own example and supports the initiative and loyal employees, corporate spirit.

It would be quite hard to implement at least some changes in corporate culture within an organization without the direct participation of the company's leading staff – CEO, department leaders, top managers, owners and so on as they influence the overall climate inside the team.

The ways to create efficient corporate culture are numerous. To our opinion, if the company sets a goal – to build a strong corporate culture that will organize life inside the organization – the employees will work with joy and pleasure, the company will have that special atmosphere which would probably develop highly-skilled professionals, and the relations between staff would be friendly, open and productive. Thus, the company will have that corporate culture in its harmonious manifestation that will make employees engaged, motivated, and decisive in terms of the overall good for the company. So, in the environment of this kind the employees tend to work with much greater efficiency and productivity. And, in this light, the implementation of stringent corporate standards, codes of ethics and various attributes are going to be far less effective.

As a conclusion, the corporate culture within an organization is influenced by many factors and processes. Its modification or change requires numerical

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.