

**PROMOCJA WYŻSZEGO WYKSZTAŁCENIA NA UKRAINIE W KONTEKŚCIE
INTEGRACJI EUROPEJSKIEJ**

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**PROMOTION OF UKRAINIAN HIGHER EDUCATION IN THE CONTEXT OF EUROPEAN
INTEGRATION**

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ПРОМОЦІЯ ВИЩОЇ ОСВІТИ УКРАЇНИ У КОНТЕКСТІ ЄВРОПЕЙСЬКОЇ ІНТЕГРАЦІЇ.

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Streszczenie. Bada się główne cechy oraz kluczowe aspekty promocji wyższego wykształcenia na Ukrainie w kontekście integracji europejskiej. Uzasadnia się celowość oraz konieczność kształtowania systemu promocji wyższego wykształcenia na Ukrainie. W artykule stawia się nacisk na istotę integracji wyższego wykształcenia Ukrainy z europejską przestrzenią wykształcenia wyższego.

Wyższe wykształcenia na Ukrainie należy rozpatrywać jako markę, która potrzebuje w kontekście integracji europejskiej promocji wewnątrz państwa oraz poza jego granicami. W artykule są rozpatrywane główne kierunki oraz podejścia dotyczące promocji wyższego wykształcenia na Ukrainie.

Słowa kluczowe: promocja, wyższe wykształcenia, Ukraina.

Abstract. The main features and key aspects of the promotion of Ukrainian higher education are examined in this research in the context of European integration. It is substantiated the expediency and necessity of the formation of Ukrainian higher education promotion. The article describes the importance of the integration of Ukrainian higher education into the European space of higher education.

Higher education in Ukraine should be considered as a brand that requires to be promoted both inside of the country and abroad in the context of European integration. Main directions and approaches to the promotion of Ukrainian higher education are examined in this article.

Keywords: promotion, higher education, Ukraine.

Анотація. Досліджуються головні особливості та ключові аспекти промоції вищої освіти України у контексті європейської інтеграції. Обґрунтовується доцільність та необхідність формування системи промоції вищої освіти України. У статті зазначається про важливість інтеграції вищої освіти України в європейський простір вищої освіти.

Вищу освіту в Україні слід розглядати як бренд, що потребує промоції як всередині країни, так і за її межами в контексті європейської інтеграції. У статті розглядаються головні напрями та підходи щодо промоції вищої освіти України.

Ключові слова: промоція, вища освіта, Україна.

Introduction

The promotion of Ukrainian higher education in the context of European integration is relevant both from a scientific and from an applied points of view. The peculiarity of the modern development of the domestic education theory – is a growing interest in the own history, as well as in the progressive world experience of educational transformations. The development of a higher education in Ukraine requires the creation of appropriate conditions for the formation of the new generation of teachers of higher education that are able to manage the education processes, to develop the personality of students in higher educational institutions on an innovative basis. At the same time, the European direction of Ukrainian foreign policy course, integration into the European space of higher education, the reform of higher education in Ukraine, the formation of new concepts of educational process organization in higher educational institutions, actualize the process of promotion of higher education in Ukraine. If in the most EU countries the existence of a

system of promotion of higher education is a well-established process, then in Ukraine, there are taken only the first steps in that direction. The studying and adapting the foreign experience of the leading countries in the field of promotion of higher education allows us to state the necessity of forming a system of promotion of higher education in Ukraine, especially on its way to Euroatlantic structures. This problem has not yet become the subject of scientific research. Therefore, it's become the actual question to investigate the main peculiarities of the system of higher education promotion in Ukraine.

A thorough literature

Scientific research as well as practical realization of the promotion of higher education is not widespread in Ukraine. The data analysis of modern literature on this problem shows at first a significant interest in European system of higher education. A numerous part of articles are dedicated to the study of the best practices of higher education realization, mainly in European countries [6]. Informational sources of the research were monographs, articles, reports prepared by Ukrainian and foreign scholars dedicated to the topic of main peculiarities of modern higher education. In particular there were examined the reports of European Commission [2], recommendations of British Council [1], E. Rzydatka [4], R. Rosenkranza, P. Scotta, K. Pawlowski, T. Halika, A. Rzevska.

An article **is aimed to** examine main peculiarities of higher education promotion in Ukraine. Taking into account the goal of the research there were formed main **tasks**:

- to investigate the current status of higher education promotion in Ukraine;
- to examine directions and approaches to the promotion of Ukrainian higher education;
- to form system of recommendation for the promotion of Ukrainian higher education.

Outcomes

The current system of higher education in Ukraine is on the verge of significant structural transformations nowadays. From one side those changes are caused by necessity of reviewing internal standards in Ukrainian higher education that in certain aspects are obsolete and from another side European integration requires an acceptance of new standards, values, ideas and approaches in the sphere of higher education. One of the key aspects that is practically undeveloped in Ukraine is the system of promotion of higher education. Even, in case of adoption all obligatory European standards in higher education, we should understand how efficiently to promote it.

In order to develop an idea of Ukrainian higher education promotion, we should analyze at first the real meaning of "promotion". In widespread sense the "promotion" – systematic efforts for the creation of positive image through the transfer of relevant information. In the context of higher education it should be considered as a complex of measures and actions that form at first a brand of education itself, for the second an opportunity to show the potential, advantages, main unique peculiarities of higher education and for the third to spread information on the appropriate target audience.

Due to the fact that there is no any structure or department in the system of central bodies of the executive power in Ukraine that is responsible for the promotion of education itself, appears the necessity of appropriate department formation in the Ministry of Education and Science of Ukraine [7]. As an option those responsibilities for promotion of higher education could be assigned to the Department of Information Policy and Communication in the Ministry of Education and Science of Ukraine. But the most in productive way will be organization of independent Department of higher education promotion.

According to the fact mentioned above, we would like to describe an example of Poland. In the Polish Ministry of education there is the Department of Information and Promotion [3] that among other tasks is:

- planning promotional activities
- carrying out promotional campaigns;
- promoting and popularizing the education in Poland;
- organizing the press conferences related to promotion;
- cooperating with entities subordinated to the Minister in the scope of promotional activities in the system projects;
- preparing the materials and promotion publications.

As follows the activities of the appropriate Ministry Department of higher education promotion

could form new possibilities for furtherance of Ukrainian higher education. However the most proactive approach includes joints efforts of Ministry and higher education institutions. Coordinated actions of the above-mentioned structures can become a basis for achieving the strategic goals.

Promotion of higher education includes a specific set of goals and concrete means depending on target audience. If we talk about goals, they should be divided into internal (initiatives and actions inside of the country) and external (all abroad activities). Internal goals of promotion of higher education in Ukraine may be defined as following one:

- the formation of wide platform for communication between Ukrainian higher education institutions with the idea to built intellectual society;
- common efforts on the creation of positive image of Ukrainian higher education;
- the formation of multilevel platform for the exchange of ideas, experience and proven practices of numerous group of professionals that will be engaged in the promotion of science and higher educational institutions;
- cooperation with national and foreign organizations in the context of higher education promotion;
- cooperation with authorities of different levels, corporations and structures that represent Ukrainian academic and scientific society.

Thereby, achieving internal goals provides an opportunities for the implementing of external purposes. In case of external goals all the activities of higher educational institutions and Ministry of Education and Science of Ukraine should be aimed on defined target audience abroad. Among most used and effective instruments of achieving those goals is informational and educational work with target audience, for example: advertising, marketing, sponsorship and grants, merchandizing, social media and newsletters, conferences, educational fairs, information internet portals.

On the current stage an important role in achieving external goals of promoting higher education plays The Ukrainian State Center for International Education. This structure was established by the Ministry of Education and Science of Ukraine in 2003 to promote education opportunities in Ukraine for foreign citizens [5]. Acting as the official representative of the Ministry of Education and Science of Ukraine, the Center actively collaborates with higher education institutions of Ukraine, government authorities, Ukraine's diplomatic missions abroad and embassies of foreign countries in Ukraine.

This Center provides a foreign applicant with all important information starting from list of universities, finishing with student visa documentation.

Conclusions

The system of higher education promotion in Ukraine is not formed on the current stage. Despite of first steps were made on this way, still the process of European integration demands systematic changes and transformations. Only coordinated actions, joints efforts of Ministry of Education and Science of Ukraine and higher education institutions can provide to the achievement of the strategic internal and external goals.

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