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**THE CULTURE AND ARTS ORGANIZATION:
MACRO-SOCIOLOGICAL ASPECT**

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In this study we analyze the macro-sociological aspect of culture and arts organization. The subject of research is reputation policy and communication technologies in macro-sociological aspect of culture and arts organization. The target is the research the effects of macro-sociological aspect in the activities of such organization. In the study were used such methods of research: theoretical study and synthesis; quantative method of elicitation: questionnaire; information processing methods of primary analysis; interpretation. The results of research can be applied in the activities of different culture and arts organization. The research identified the negative and positive tendencies in the context of the macro-sociological aspect.

Keywords: macro-sociological aspect, culture and arts organization, the comparative research of the audience and the theater staff.

**УЧРЕЖДЕНИЯ КУЛЬТУРЫ И ИСКУССТВА:
МАКРОСОЦИОЛОГИЧЕСКИЙ АСПЕКТ**

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Данная статья посвящена исследованию макросоциологического аспекта деятельности учреждений культуры и искусства. Предметом исследования являются репутационная политика, коммуникационные технологии в рамках макросоциологического аспекта деятельности учреждений культуры и искусства. Цель заключается в исследовании влияния макросоциологического

аспекта на деятельность подобных учреждений. В статье были использованы такие методы исследования: общенаучные методы – теоретический анализ и синтез; количественный метод сбора информации: анкетирование; методы обработки информации первичный анализ данных, интерпретация. Результаты исследования могут применяться в деятельности любого учреждения культуры и искусства. В ходе исследования были выявлены отрицательные и положительные тенденции в области макросоциологического аспекта.

Ключевые слова: макросоциологические аспекты, учреждения культуры и искусства, сравнительный опрос зрителей и сотрудников театра.

Introduction

The culture and art organizations are included in a specific sphere of government relation where the line between functioning according to the full-fledged participant of the entertainment market principles, when the direct target is getting profit, and fulfilling the social and educational functions towards the society integrally-is blended.

Taking this into account, the culture and art are really responsive to different changes in macro-sociological conjecture. Specifically, the influence of macro-sociological aspects on the culture and art institutions activity is very important. It is necessary to add, that there are just a few sociological studies of this topic, therefore the further inquiry is actual.

The famous Russian researcher K.A. Serebryannikov believes that «European theatre is a meaningful thing. It is built on expert management. In our country big money is spent carelessly. Unfortunately, in Russia top-management in theaters holds the position for several decades, which is practically for term of life. And nobody wonders whether they manage to direct this difficult business or not. When, the theatre is an actual business» [4].

Macro-sociological approach involves the study of the culture and art institutions as social institutions with the built up relations between the elements

In this study we consider macro-sociological aspects such as: institution external environment positioning, reputational policy building and the effective use of communication technologies.

T.V. Abankina think that the main targets of the communicational activity in the culture and art institutions are: the creation image of organization's image; the building of a positive attitude towards the culture and art institutions; the creation of «the reliable customer» image; the formation of certain level of knowledge about specific culture products; the aspiration to make a special target group of as the permanent audience and a partner organization; the stimulation of the audience interest to specific offer» [1, p.6].

No culture and art institution can function without the thoughtful strategy of communication. It influences on the macro-environment.

Methods

There were different methods of research used in this study such as: a) theoretical study and synthesis; b) quantitate method of elicitation: questionnaire; c) information processing methods of primary analysis; interpretation. There were 54 spectators of The Novosibirsk Theatre of Musical Comedy and 27 employees of this organization participating in the questionnaire.

Results

The research took place in Governmental Autonomous Novosibirsk Cultural Organization «The Novosibirsk Theatre Of Musical Comedy», which was build in 1959. Nowadays The Novosibirsk Theatre Of Musical Comedy is a leader among all musical theaters in Russia. The repertoire of theatre includes operetta, musical comedy, modern experimental get-up in the genre of musical performances for children and juvenility.

The results of the research are presented further, and show the opinion of different target groups which influence the macro-sociological environment of Novosibirsk Theatre of Musical Comedy.

The main research target is the comparative external and internal audience analysis. The research is focused on macro-sociological aspects. The external audience includes 54 spectators and admirers of The Novosibirsk Theatre of Musical Comedy. The internal audience includes management and troop.

The description of sample frame. To get full-fledged results, two target groups were interrogated: external audience – 54 respondents, internal audience – 27 respondents. The spectators of theatre: 18% male, 82 % female. The employees of theatre: 44% male, 56 % female. The survey was complete. There were respondents at the age of 18 to 47 taking part in the survey. The social statuses of spectators are students (37%), workers (22 %), non-manual workers (30%), sole entrepreneurs (4%), and other (4%). The employees of the theatre: management (37%), troop (48 %), operational staff (6 %), and other (3%). Two types of questionnaire were offered in accordance to belonging to the theatre.

The first two questions are about development of the dramatic art in our city and attendance of the theatre. Question № 1 reads: «*Using the 10 point-system estimate the level of dramatic art development in Novosibirsk*». And gives the following results: most employees evaluate level of dramatic art development in Novosibirsk satisfactory (5 points), giving the average merit. Presumably it shows a certain unwillingness to express an opinion in this case, because average merit doesn't reflect the real point of view. The spectators gave 8 points in average.

The next question is «*How often do you visit theatres*». 67% of the respondents visit theaters several times a year, but less than once a month. Employees of the theater have a similar opinion on the the of the target audience. These results prove that all the spectators who took part in the questionnaire are competent in the issue of the research topic.

The next question refers to the preferences of the spectators. All the respondents had to answer «*Which genres of performance do you prefer?* ». The management and troop chose operetta, comedy and musical (89%). The Novosibirsk Theatre of Musical Comedy offers these genres. The spectators have another opinion and choose drama as a favorite genre (72%). Certainly this question does not apply to the main topic but rising the prestige of such genres as operetta, comedy and musical is also very important.

Question № 4 is «*What theatres do you think are the main rivals of The Novosibirsk Theatre of Musical Comedy?* ». The spectators using broadside approach think that the main rivals of the theatre is any other theatre. But «Globus» and «Krasnyyafakel» (52%) are the most popular answers. The employees using restricted approach think that the theatre has a specific niche and no rivals (93%). All of the aforesaid including the previous question reveals the problems existing in the studied subject.

The macro-sociological aspects analysis is directly connected to the reasons that guide the audience's choice of the performance. Or in other words - the motives of spectators. Question № 5 reads : «*How do you make a choice of the performance you are going to visit?*» and gets the following results: 29 respondents (54%) confide ~~trust~~ to their friends' and acquaintances' reviews, 15 spectators (28%) make a choice based on a work put on the stage. The employees believe that ticket price (56%) and performing artists (26%) are the most important factors of choice.

It is obvious that the spectators and employees have a very different opinions. Spectators prefer to base their choice on the friends reviews while employees choose the price of the ticket as a–dominant motive. Such contradictions can show the insufficiency of the motives analysis, and therefore the presence of the implicit problems.

The next question is «*Which performances form the brand identity of the theatre?* ». This question also reveals some undetected problems. More than 60 % of

the employees cannot determine such performance. The answers of spectators differ and make the lack of positioning in sphere of communication activities obvious.

But the positive aspects of theatre activity were also found. Question № 7 is variable for spectators and employees. First group answered the question «*Why do you visit the Novosibirsk Theatre of Musical Comedy?*» while employees gave responses to «*Why do spectators visit the Novosibirsk Theatre of Musical Comedy?*». We found that the opinion of the spectators (73 %) and theatre employees (85 %) agrees closely: most spectators attend Novosibirsk Theatre of Musical Comedy because of its repertoire. This, certainly is a positive aspect of communication activities.

The communication activities of the theatre is closely connected to all information aspects of relating the wide variety of aspects. In this study some of these aspects were analyzed.

The following question is «*Are you familiar with the name of the Novosibirsk Theatre of Musical Comedy art director?*». Only 29 % of the spectators can identify the name of the art director. In turn, 63 % of employees believe that all spectators know the name of art director. Most of spectators (67%) can't answer the question «*What are the recent premieres in the theatre?*». 63% of employees think that spectators can name the last premieres with great ease. This shows some defects in the activity of the theatre.

The confirmation to these conclusions is the result of the next question «*Using the 10 point system estimate the public awareness level of the Novosibirsk Theatre of Musical Comedy activity?*». The respondents assessed the awareness level at 5 points out of 10

However, some positive aspects in the information component of communicational activities were also discovered. Question № 11 which reads «*What sources do you use to find out the premieres of the Novosibirsk Theatre of Musical Comedy?*». Most of the spectators get information from theatre's website (80%). The

employees also think that website is the most convenient channel to communicate with the audience.

Conclusion

To sum it up, there were some problematic aspects found during the research including the rating, motivation, image and information components of macro-sociological aspect. The spectators assess the level of dramatic art development at 30% higher than the theatre's employees. Most of the theatre employees and spectators could not think of a brand identity performance, therefore it is possible to make a conclusion about the lack of a positioning in the sphere of cultural product promotion. However, a positive side of the activity was found. In general, it is worth noting that a thorough macro-sociological research and work on the study of the problem areas in the activity of the theatre are crucial.

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