Abstract – The main prospects for the mission historical museums may undertake in modern society are analysed. Special attention is paid to the fact that museums must get accustomed to the challenges of globalization process. As a consequence, the mission of museums and the approaches they employ in museum management need reconsideration. The mission of historical museums is emphasized to be closely connected with current political situation in Ukraine.

Key words: museum, history, mission, mass society, visitors.

I. Introduction

Modern Ukrainian society seems to try to blend the responses to the globalization and informatization challenges with the identity attempts pursuant to the established traditions, customs, mental perception etc. Traditional identity indicators – ethical, religious, social-grouping, are getting eliminated, while the socially marked (prestige) ones are overtaking the identifying and determining function. Such tendencies pose new challenges to historical museums as one of the sources of national memory. Social and cultural changes in modern society compel us to reconsider the role of the museum in cultural space, the ways and forms of its activity as well as its mission, and find the effective tools enabling realization of the latter.

The museum as one of the socio-cultural institutions provides a regulated type of social relations and has a peculiar binding force in preserving the cultural heritage. Museums undertake the responsibility over arrangement of the collections, preserving and demonstration of museum exhibits. They also determine special institutional instructions and behaviour patterns based on respect for the past, social memory and experience [1, p.194].

Through the formulation of its mission, the museum declares what it is and what its goals are. At the same time, from the inside, in particular for the museum’s staff, this mission is the basic principle that defines all the types of activities in the museum. Each museum determines the subject of mission individually. There is no one common mission predetermined for all the museums. Such factors as collection, staff, and even location of the museum may outline its mission. The mission, in turn, can be short-term, long-term, or combine several components (submissions). Taking into consideration that the museum follows democratic approach of communication, one should not ignore the elements of entertainment that are widely used in leading European museums. [3, p. 220].
Institution. The museum should demonstrate the policy of tolerance, encouraging the study and research of its stock collections, and provide maximum accessibility to its exhibits and collections. It should become the center of scientific research, since its collections are a rich resource for studying the history of Ukraine. Museum should become the site for scientific conferences, lectures, educational events for schoolchildren and students. A special platform for creation the professional environment with modern museum psychology should be established here, and a team in which each team-member exercises his potential to his best. An important component is the visitor-oriented policy of the museum. To realize this, it is necessary to create the conditions for the visitor to feel comfortable in the museum zone: to equip recreation areas, create a children's zone, and make the museum accessible for people with special needs [4, p. 10 – 11].

Museum's stakeholders – individuals and institutions that fall under the influence of the museum or receive some benefits from it – should not be omitted either. Therefore, the professional growth of the museum staff provided through trainings, seminars, etc., and constant cooperation with various organizations, representatives of mass media and sponsors play an important role while realization the mission of the museum. Moreover, working with the public is also highly important [3, p.221-222]. Among the museum audience, there are permanent and temporary visitors, depending on the frequency of visits. The presence of the skeleton of regular visitors is a significant qualitative indicator of the museum's activity, its place in the society, evidence of its social effect for in the local community. Increasing the regular audience is a hard day-to-day job, and the result of a thoroughly worked-out concept. The content of this work is based on what the museum offers to the local community. The most traditional way of updating the reputation of the museum in this respect is to organize exhibitions. Cyclic forms of work are believed to be more effective in increasing the regular audience and establishing a close, constant connection with local population, rather than single, occasional, one-time exhibitions. The former can be based of one type of activities, for example, a sightseeing subscription (a program of excursions devoted to a certain idea is developed), museum clubs or studios [5, p. 103 – 104]. The technical component of increasing the regular audience is a toolkit allowing sharing the information about the museum and its activities and, consequently, attract visitors. And here one cannot do without the Internet [5, p. 105].

Historical science can no longer remain outside the processes that take place in the field of new information technologies. In this connection, there arises the problem of comprehension of opportunities and perspectives of technological innovations of the modern world. Science needs not only historic and cultural retrospections for such phenomena as computer, the Internet, virtual museum, cyber space, etc., but also a thorough study of the methods of their scientific-historical application, in particular, in the museum domain. [6, p. 147]. Museums throughout the world use the Internet as a tool of communication; thus they spread information about museum’s collection, expositions, thematic excursions, lectures, work with visitors, etc. [6, p. 155]. General information about the museum, its opening hours, entrance and excursion fees are the necessary issues on the museum’s Internet site, as well as contact information. [5, p. 105].

**Conclusion**

Definition of museum’s mission and its realization is the direction the museum chooses not only for its staff, but also for the local community, or even the society in general. In current conditions, the museum is not only the preserver, interpreter, but also a facilitator of active, creative way of learning the cultural heritage providing research experience for its visitors. Advancement of expositions, raising the professionalism of museum workers, attracting visitors, advertisement and involving the Internet – all these widen the possibilities of successful implementation of the mission of the historic museum as the savior of the national memory in modern society.

**References**


