Development Paradigms of Modern Museums

Nataliia Panas

Assistant Professor, Department of History of Ukraine and Ethnic Communication, Lviv Polytechnic National University, UKRAINE, Lviv, Mytropolyt Andrei str., 3, E-mail: panas_ni@i.ua

Abstract – The article outlines the current paradigms of museum's development as the main presenter of historical and cultural heritage, considers the leading trends among European museums, the main problems of concerning the interpretation of funds of museums in the XXI century. Great attention is paid to the analysis of negative tendencies in the development of cultural industry, dictated by the imperatives of market relations.

Key words – museums, globalization, consumption culture, culture, priorities, interpretation, trends, paradigms.

I. Introduction

Modern museum environment intensively passes the process of transformation in thecontext of global geopolitical, economic, social and cultural changes. Museum is now regarded not only as a storage center of cultural heritage and cultural values. Accordingly, the museum collections serve as an attractive resource for historical and cultural, social and economic environment. Traditional for museums educational activity changes its shape and scale, active recreational function of the museum is examined. The question of how the audience perceives the museum as a whole, as well as various types of displays and forms of cultural and educational activities that expectations of museums in society is actualizes. We can see changing the role of the museums in contemporary society, including in matters of education of patriotism, tolerance and overcoming cultural, ethnic fragmentation, as each of us can contribute to this area and had a positive effect on this interaction.

The beginning of the XXI century is marked by globalization - becoming the world as a unity in all its aspects and dimensions. Globalization processes cover all areas of human life. Especially these processes intensified development of modern technologies in the information sector.

Exploring this new paradigm of social development, the researchers say that major changes are recorded as at the household level, where the consumption of material and cultural goods and on produktmaking level - at the level of production, culture function, participation in social and political institutions. [2]

Under such conditions, extremely increased role of the cultural component. According to the testimony of A. Boyko, "in fact, the culture came to be regarded virtually as a resource and a tool to achieve foreign to her socio-economic objectives. Moreover, culture becomes a strategic priority for the modern economy, and the scope of leisure, leisure activities, becomes one of indicators of development of society."[1]

Economists working in the field of preservation of cultural and historical heritage have noted that cultural heritage is increasingly pushing creative and scientific development of the society and represent the sources of values for which a cultural product means economic development. [8]

In recent years, the study of the phenomenon of the museum and its place in the XXI century intensified. However, much faster than in Ukraine, this subject began to be studied in the West Europe and in the United States. [11], [12] In Ukraine such studies are only now beginning to gain greater public outcry. However, even with the growth of interest in the activities of museums, studies of the modern Ukrainian scientists are restricted mainly to subjects of social and cultural values "temples of the muses" and the analysis of the problems that hinders the movement of Ukrainian museums in step with the times. Practically very few publications dedicated to the search for optimal ways of popularization of museums in the society of the XXI century not fully covered and issues of the current tendencies in the sphere of cultural and historical heritage. Therefore, we believe this study is quite relevant and its relevance is not in doubt.

The attitude to monuments of history and culture is an indicator of the level of state development and spiritual maturity of its citizens. Purposeful activity of the state for the protection of monuments for the transmission of cultural values to future generations and their effective use in public life contributes to the identity of the nation, represents its identity and has a socially important function of maintaining stability and sustainable social development. Today Ukraine is one of the leading countries of Europe the number of objects of historical and cultural heritage. According to official data, in the collections of the Ukrainian museums holds more than 12 million historical monuments. [4] According to the non-expert, now in Ukraine there are about 5 thousand museums (for comparison, in Poland 1075, Austria – 1600, Great Britain – 1811, Canada – 2500).

In society now is forming a new culture. Tkachenko R. argues that "in place of mass culture comes to the culture of consumption, and replaced the information society – a society of mass prestigious consumption. Very fast changing system of values and patterns of behavior, tastes and interests".

Therefore, the current economic system is strongly related to the culture of consumption, where competition among producers determines the competition of the consumers. In this sense, and derived new conditions of social and cultural institutions and their interaction with such volatile cultural environment.

The museum as a modern cultural institution is also being forced to adapt to new challenges, to analyze how had been transformed the understanding of the role of museum environment in a society, to respond adequately to these transformations.

Lately there is a tendency, especially clearly can see on the example of foreign museum institutions, when visitors view the museum environment not only as a...
place where they can learn more about individual items in the exhibition, but as a place of entertainment and recreation. "The new realities of the time show the change of paradigm of the caring behavior of visitors in the museum, adopted in the twentieth century. Having gone through various discussions in the scientific community concerning the purposes and functions fulfilled in society, the museum opens up new horizons in the world of mass culture." [5]

Cultural policies of the advanced countries have changed their priorities – implementation of the new search of the content and image of museums with the aim to cater to public taste. But such transformations, as the researchers note, and cause negative effects – often the choice is to the detriment of cultural, educational and scientific-research work. [5], more and more cases where "museums do not attach much importance to the chronological and stylistic sequence of museum exhibits, they are becoming more important and new meanings open to the viewer and sense the perception of artifacts. To surprise and delight – that's the main goal of the modern museum" - emphasizes Tkachenko R.

Have another trend: that recognized function of the museum as educational, gradually receding into the past, whereas the function of organization of free time is becoming more and more popular. Accentuation is the supply of educational material interactively through play and entertainment; such innovations were enthusiastically accepted by public opinion, prompting the museum community to go for a compromise: to provide museum space and the artefacts of history for the entertainment industry in the hope of attracting a young audience.

The contemporary museum in recent years through a challenging transformation from the treasury to the park educational entertainment. It helps to spread knowledge and through emotional and intellectual experiences to assimilate them to each visitor, forming a critical attitude toward past and contemporary. [3] "the museum's collection is an important modernization resource, it is difficult to imagine a modern city without a museum", – says Dr. Hans-Martin Hinz. [14]

Now most European countries have analyzed the economic potential and revenues that can be obtained with the promotion and advertising of cultural and historical heritage. [7] there are huge public and private investments in the cultural environment from which museums are of great benefit. [13] Also have been created companies engaged in image and creative interpretation of individual museums in society. They are innovative approach to key issues in the field of museum business and exhibition activities, offer a very unexpected decisions that we took another look at the place of these socio-cultural institutions in our lives.

Very interesting, a wealth of practical and experimental experience in this field is the British company "Event Communications", which in recent years has made some bright museum projects [10]. And they are now developing the contents of the future museum from exposition to everything around, until relations with the public.[6], [9] It should be noted that representatives of the company unexpectedly depart from stereotypes – they're much less pay much attention to politics in the sphere of protection of cultural and historical heritage, exposure, funds, even the building. First and foremost, they focus on visitors. Because this trend is that the museum should be interested in not only collections, but also visitors are now pronounced in the EU.

We can consider methods of work in this company to the public. The company conducts training sessions with staff of the European museums, which are trying to portray portraits of visitors. These visitors define one of the seven groups. Long talk about what brought them to the museum and what they expect. Thereafter, the analysis of these expectations, what language to speak to those or other categories of visitors. Because people perceive information and learn in different ways. So the same topic shall be disclosed a multi-faceted throughout the exposure.

Similar ideas put forward and Mazda Xerxes – the top manager of the British Museum. This institution collaborates with the private research company that helps to "advance" in the market of cultural monuments. It is worth noting that the marketers of this museum very professional approach to working with the audience – they, like Event Communications distribute to the public such as: "school", "family", "art critics", "experts", "those who engaged in self-development", "those that came to the Museum for the first time", "those who have been here many times." Mazda Xerxes said: "This is worth doing, otherwise we will work for the average visitor, which actually does not exist." [7] Each type is also divided into subtypes. Also determined by the motivation (social, intellectual, emotional and spiritual). In order to define these categories, their sociologists ask that visitors to cultural, artistic, scientific museums,

It is impossible to forget that exactly museums are for today that perform the duty of forming of historical memory of the Ukrainian people and identities, promotes self actualization of nation.

Thus, we see that the recent paradigm of museums and museum institutions type, acquired new forms and a change of interpretation of museum collections meet the current needs and wishes of visitors. World is changing the, and the question we ask past each other. In such circumstances, the museum had to be creative, innovative, brightly and by an unexpectedly intellectual institute. Now, we have to explain the importance of cultural heritage for each new generation in a different way.

The desire of museums to retain the "slat" of the public personal interest, actuality and popularity of establishment among visitors has been actualized in time of informative "boom". Activity of "temples of muses" purchased new senses, displays need new actual interpretations. Next to that the open is remaining
by the problem of transformation of museums on the centers of leisure, where a culture is perceived exceptionally in the consumer key. Cultural politics of front-rank countries changed the priorities — the "search of new maintenance and image of museum establishments" comes true with the purpose of pleasing public taste. But such transformations, researchers mark, the negative phenomena cause — each time more often a choice is done in harm cultural and educational and research work. All more cases, when museums do not give the special value the chronologic and stylistic sequence of museum-pieces, for them new senses that is opened for a spectator and feeling at perception of artefacts become more important. To surprise and take — here primary objective modern museums.

Greatly expanded popularizations opportunities to promote the museum product. Increasingly these agencies disseminate information about their work by organizing and carrying different actions, such as:
- direct and indirect advertising through placement of ads in the media, printed thematic and travel publications;
- open days — on the occasion of the museum day, of the city day, a specific holiday or special date to mark the opening of the new exhibition;
- actions for specific target groups (children, students, pensioners, the disabled);
- presentation of the museum in the tourist and cultural exhibitions;
- creation of Internet pages of the museum;
- placing information in catalogs, dedicated to the city, the territory, thematic and specialized journals;
- the information sheets about the museum, exhibitions, other museums, which are placed at the entrance to the museum;
- the signs on the streets that show the direction to the museum;
- press conference at the opening of new exhibitions;
- thematic conferences on the problems of cultural and historical heritage of the regions;
- days of culture and history (region, town, village);
- direct mail and e-newsletter of the museum at the addresses of travel companies, hotels, media, representatives of local authorities, tourism information centres, regular museum visitors, recorded in the book reviews and the database of visitors;
- your own promotional materials, videos and CDs.
A few museums in Lviv have also begun to apply this method of promotion as a public resonance presentations.

We should pay attention to another interesting aspect in the information of used database many Ukrainian institutions have certain caveats regarding the placement of their collections online. Although there is no evidence that the location of the museum collections on the internet will lead to a drop in attendance. Experts say: do not be afraid to place the collection in the network. Moreover, virtual objects can tell us much more about the object than the actual object that is in the box, even and well lit. The real and the digital exhibit is two different things. The museum, which are the risk, benefit handsomely.

Thus, we see that in recent times, the paradigm of the activity of museums and institutions in the museum, has acquired new forms and a change of the interpretation of museum collections in accordance with the needs and desires of the visitors. The world is changing, and the questions asked in the past, every time different. In such circumstances, the museum has to be creative, innovative, colourful and unexpected thinking institute. Now, every new generation we need to explain the cultural heritage differently. Because "the world is changing and the questions asked in the past, every time different".

It is also traced another milestone trend — close collaboration of museums and local communities serves to strengthening positions of museums in certain regions. Other aspect is bringing in the scopes of museum activity on different confessional and socially unprotected groups of local community. Experience and participation of representatives of these population’s layers must be used for completing of funds, studying, interpretation and presentation of collections. These contacts largely will contribute to the social understanding, reconciliation and development of cross-cultural dialogue of local community.

Museums are still an essential part of our public realm not only because many of them successfully contribute to education, citizenship and other government objectives but also because many of them have a long term social function.

And finally museums now effectively perform the communicative-integration duty of forming the image of society, assist it’s plugging in the intellectual European and world community.

Conclusion

In the era of information explosion, actualized the desire of museums to hold a "bar" of public interest, relevance and popularity of the institution among visitors. The activities of the "temples of the muses" has acquired new meanings, exposure need new and contemporary interpretations. Along with that, remains open the problem of the transformation of museums in the leisure centres where culture is seen exclusively in the consumer key. We must not forget that the museum is currently one of the major social institutions that perform the function of forming the historic memory of the Ukrainian people and contribute to identity and self-actualization of the nation.

References

[2] Бровко М. М. Культурна значимість дозвілля в глобалізованому світі / М. М. Бровко // Вісник
Державної академії керівних кадрів культури і мистецтва. – К., 2013. – Вип. 2. – С. 34–38.


