

здатністю до компромісів, лояльністю, вмінню поважати закон, дотримувати слова і виконувати обіцяне.

Всі ці процеси слугують основою для окремих політологів сприймати політичні партії як декоративний елемент ліберальної демократії.

І все ж, стверджуючи, що природа і роль політичних партій зазнали в останній час суттєвих змін, треба зазначити, що сучасні партії не повинні і не можуть повторити всі стадії розвитку попередниць. Фактично, в сучасному суспільстві немає реальної альтернативи політичним партіям.

Не дивлячись на кризу представницької демократії, її механізми діють, тому будуть діяти і політичні партії. Буде змінюватися роль і функції партій, буде змінюватися їх форма в залежності від тенденцій та особливостей розвитку демократичних, політичних систем країни.

## **КАФЕДРА ІНОЗЕМНИХ МОВ**

### **MANAGEMENT OF AN INSTITUTION OF HIGHER LEARNING POTENTIAL**

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Higher education is characterized by high moral values, provides for the formation of capabilities and human goals, which determine the historical destiny of the nation.

Unfortunately, at present there are many problems in the market of higher education. The most important of them are decrease in the number of potential applicants and increase in the number of institutions of higher learning. That's why the institutions of higher learning severely compete.

Only powerful institutions, which have a certain strategy for the future and make good use of their potential, are able to win this competition.

**An institution of higher learning potential means its ability of the rational utilization of the available material and non-material**

**resources to meet the needs of a person in education, of the institution in professional development and welfare of its staff, of enterprises in the increase of the professional community potential, of society in extended reproduction of its overall personal and intellectual potential.**

The main components of this potential are as follows:

- an intellectual component;
- material support;
- standard documentation and rights;
- informational support of its activity;
- a scientific component;
- the organizational structure of the institution;
- a marketing component;
- a financial component.

All these components can be evaluated using certain methods. An integral indicator of an institution of higher learning potential is calculated just as the integral indicators of its components.

## **SYNERGETIC**

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Discoveries in the field of natural sciences brought out at the border of the XIXth and XXth centuries have destroyed the myth of obligatory existence of total cause-effect relations. Since the mid-XXth century the natural-science and philosophical-humanitarian knowledge have separated: the representatives of the natural sciences have been achieving success in special issues without being disturbed by the world outlook aspects of the research; humanitarians have kept putting forward theories and elaborating formal and logic matters. The science and the humanities have isolated themselves from one another and deepened into special issues to such an extent that gave occasion to C.P. Snow to establish in 1971 the fact of appearance of "two cultures" - scientists and scholars. The demand of a new theory that could be capable of consolidating the branches of science and proposing a new evolution concept has arisen. Synergetic is a theory of this kind. Having appeared within the