

## Referat

**Subject matter of the dissertation:** THE SOCIALIZING FUNCTION OF MODERN THEATRE (on the example of GBUK SK "Stavropol State Operetta Theatre")

**Author of the master's dissertation:** Morozova Vera Vyacheslavovna.

**Scientific supervisor of the master's dissertation:** candidate of pedagogical sciences, associate professor of the department of creative and innovative managements and rights A. V. Grigorieva.

**Customer organisation:** State budgetary institution of culture of Stavropol Krai «Stavropol State Operetta Theatre»

**Topicality of the research.** The theatre is a traditional form of the art which, in turn, carries out not only informative and entertaining functions, but also solves a number of problems of formation of the personality, to her education, rising at the same time the important vital questions from determine spheres of the person. It is important to note the fact that the theater since ancient times was considered correctly as "the school of life" as always acted as a source of information, its interpretation, the analysis of data about the world, life and society. To force to think the person, to penetrate into problems, to be able to resolve them, its a main goal of the theatre.

Speaking about the theatre, its social importance, it should be noted that the theatre of the 21st century underwent certain transformations. From the one hand, mark out the progressive directions of development of this kind of art , from another – destruction of the classical traditions developed for centuries. Today, the theatre remains the effective, social and in many respects the uncontested institute capable to convey in an allegorical form information to the viewer for the purpose of rendering not only the relaxation and informative effect, but also socializing effect.

**Objective:** to analyse an essence of the socializing function of modern theatre in the context of its social pedagogical potential.

**Tasks:**

- To study the essence of process of socialization;
- To analyse its methodological bases;
- To disclose the importance and value of art culture in the general context of the social cultural activity;
- To reveal social and pedagogical potential opportunities of theater as the institute of socialization;
- To estimate the activity of theatres of Pyatigorsk;
- To create practical recommendations about the optimization of the socializing effect of the modern theatre.

**Theoretical and practical significance of the research:** The theoretical importance of the research consists firstly in attempt of the author to systematize the conceptual framework relating to sociocultural and social -pedagogical spheres of the activity and also in reconsideration from the point of view of the socializing effect of functional content of activity of modern theatre.

The main materials presented by the author in work, the results of questionnaire and offered recommendations can be used within subjects of the corresponding direction, within programs of advanced training courses of the workers of the sphere of social cultural activity, and also in practical activities analyzed in the research and other theatres and drama schools for the general improvement of their activity and the increase of its sociocultural importance.

**Results of the research.** Generalizing the research briefly, it should be noted that the theatre which began the existence not so long, has already showed brightly its solvency not only as the cultural and leisure, but socially important institution, promoting the formation of the positive image of the city and its leisure sphere which develops and brings up the personality actively.

**Recommendations.** It is necessary to modify and modernize the activity of theatrical institutes directed to the young people. In particular, it is necessary to integrate theatre into the Internet space and social networks actively.

The use of the Internet resources is the most effective and is less expensive. In this regard it is recommended to enter into staff of theatre the PR specialist who

will be engaged regularly in advance of theater in the Internet (due to the website of establishment, social networks, work with news agencies).

Pages are recommended to have in all main social networks, but to put the greatest emphasis on "VK.COM", "Facebook" and "Instagram". It is necessary to consider both sides: social and age position of the main users of social networks.

Having studied the social page of operetta theater in "VK.COM", we make a conclusion that it needs in thorough completion. It is recommended to give to process of communication in this social network more dynamic and in some cases game character, regularly organizing competitions, actions, publishing positive information, interesting photos and photos which will be sent to this or that performance that will allow to avoid direct advertizing.

It is recommended to apply the other way to social network "Facebook". On this website it is better to reduce game content, and to spread information about the theatre, performances, etc.

For increase of efficiency on attraction of the public attention to activity of the theatre it is recommended to initiate closer interaction with local news agencies.

It is necessary to create at the public new opinion about the theatre as about the open communicative area. The important point of this system is to give an opportunity to ask questions to actors, to discuss with them performances, to support direct contact.

Before the beginning of the performance it is also possible to carry out a lottery according to numbers of tickets in which certain prizes are played.

The consolidation of efforts of all theatrical and cultural and mass departments in the direction of the work with the youth and creation of uniform creative space of the city and edge.