

Tilcharova Xenia.

CORPORATE CULTURE IN ACADEMIC DISCOURSE, THE IDEA OF THE UNIVERSITY

The definition of "corporate academic culture" cannot investigate without deep penetration into "the idea of the university."

At the heart of the university is the idea - some of the principles and development. At the core ideas of the University is based on three principles: freedom, flexibility and morality.

The term "university" was originally meant association (corporation) people linked by common interests with special legal status.

The most developed is a German tradition understanding University. Her origins is Humboldt activity. The main merit of Humboldt was to combine the art of philosophical arguments and concepts in the new principles of higher education. The old idea of the university as a corporate union of scientists and students at Humboldt was replaced by a new idea of a comprehensive and unified science that is on institutional support from the state.

The concept of "the idea of the university" has introduced the English Cardinal George Newman. He spoke bearer of tradition, representing the University as a single corporation of teachers and students, creating a single community in search of himself and truth. It enabled the gathering of young, intelligent, people seeking knowledge, she created a community in which students, even if they had not specifically taught were able to communicate. The objective of the University is also preparing "good of society, acting not only as experts in a particular field of knowledge, but also as family members, associates and citizens.

In "The idea of the university" J. Pelikan notes that different universities have considerable experience of losing illusions about practice ways of achieving the goal of realization of the ideals of university education. He admits that no university is unable to formulate the idea of the university in relation to itself, without having to rethink the idea of the university as such in their national borders, and beyond.

Corporate culture of universities in the historical continuum is the determining factor in the idea of the university. Overall corporate culture of universities in the discourse of "ideas University" described as a hierarchical family, for the successful operation of the same "university excellence" in modern conditions necessary organizational development of the academic culture of the type "competition", "competition", "leadership", "edge".