

even 200 years ago, has simply not been structured and written down. The variety of forms of realism is infinite. To each image, play, you can find an unlimited number of techniques of expressiveness. The diversity of creative aspirations, bright personalities, unexpected creative solutions not only does not contradict the system, but, on the contrary, is its task, serves its purpose.

K. Maslova

LIBRARY MANAGEMENT

K. Маслова

УПРАВЛІННЯ БІБЛІОТЕКОЮ

The advent of the information age brought a number of changes that took place in all areas of society. Thus, it was impossible to avoid the library sphere. During the XX and XXI centuries, technologies that are easy to master, have appeared in library management. It turned out to be comfortable and fast to work with them. Almost every modern library is able to interest a potential knowledge consumer. Even if you study or work distantly, you have the opportunity to use a whole list of electronic libraries. Services such as access to electronic databases, creation of web references and offering information on any discipline or subject have made the library an ideal place not only for learning but also for self-realization.

So, library management is an activity that the manager and staff are engaged in for the achievement of the library's increased efficiency. Their main task is considered to be setting the goals by which the library will develop and function.

The head of the library should know the regularities of current management, its theoretical and practical parts, methods of complex analysis of library activities. The main responsibilities of the manager include the conclusion of contracts, execution and storage of property assigned to the library, organization of the formation of the library fund, resolution of any existing issues, abidance with the law. Of course, according to the current Codex of Labour Laws of Ukraine, the head is responsible for improper performance or non-performance of their direct duties, offences or causing material damage. The point of team creation is very important. It is the manager who must rally the library staff, create an acceptable psychological climate for this.

Each library team has its own structure and specifics. The library administration is to provide the availability of a sufficient number of employees with special knowledge to carry out various duties. The professional structure of libraries represents the distribution of employees according to specific functions. This labour distribution is connected with the creation of structural subdivisions and services. The content and selection of the library team are important elements of staff management. High efficiency of the collective work is achieved through a special selection of workers with the account of the best combination of their psychological qualities. This approach involves testing, employee interviews, or, in short, a complex selection system.

Library management methods play an essential role. Organisational methods include instructing, and methods of disciplinary influence. Economic methods — material stimulation; socio-psychological and pedagogical — informal team management, maintenance of a favourable working atmosphere. It is worth noting that there are several main management styles: directive, democratic and liberal. The first is characterized by

excessive power centralization, the second gives the subordinates autonomy, and the third involves providing constant instructions.

In this manner, despite the rapid informatization of society, a certain part of library managers left the forms of management unchanged, referring to the return of stability nowadays. It was the right decision to creatively approach the mastering of personnel in the science of management culture.

Managers and teams of libraries continue to enrich themselves with professional experience, which turns everyday work into an interesting process of development of professional rise. Thanks to the efforts of employees, libraries are being transformed into modern institutions necessary for society.

Р. Копытets

MAKE-UP AS ONE OF THE MAIN ELEMENTS OF THE STAGE ART

П. Конитець

ГРИМ ЯК ОДИН З ГОЛОВНИХ ЕЛЕМЕНТІВ СЦЕНІЧНОГО МИСТЕЦТВА

Make-up (from the French — colouring the face) is the kind of theatrical cosmetics that actors on the stage need to image and imitate during the performance or play on the shooting of a feature film.

The history of greasepaint/ make up goes back to folk rituals and games that are demanding on the participants in external transformations. The traditional make up, conditional in drawing and colours, of some forms of Chinese, Indian, Japanese and other theaters of the East, which are used for studying with military ritual rites. Folk actors of the Middle Ages painted their faces with soot, which dyes the sap of plants. Primitive-realistic greasepaint/ make up was used by participants in medieval mysteries, morality. Idealized, generalized greasepaint/ make up was created by the theater of classicism. In the 2nd half of the XVIII century, attempts were made to give greasepaint/ make up a greater characteristic, individual expressiveness. However, only the development of realism in the theater created the basis for the flourishing of the art of greasepaint. K. S. Stanislavski attached great importance to make-up in the work on the role. In the practice of the Moscow Art Theater, the art of make-up has become one of the important components of the director's concept of the performance. Since that time, a new position has appeared — greasepaint/ make up artist.

What is the role of makeup in creating an image? Theater is a collective art. The performance is the result of the complex work of many people. But the main figure of the play is the actor. Creating a lively, realistic, artistic image is a very complex process. Here we will talk about only one of the elements of an actor's work — greasepaint/ make up. Makeup helps to reveal the inner content of the image.

Finding the right make-up is one of the final stages of an actor's work on a role. Successfully found and well-executed greasepaint/ make up influences the actor's creative well-being and often gives him an impetus to solve the role. Many of the largest artists not only attached great importance to the creation of expressive make-up, but they themselves were the authors of make-up created for a particular role.

As for make-up accessories they include: make-up paints, dry blush, powder, brushes and shading, gum plaster, varnish for sticking beards and mustaches. The materials used for make-up in the cinema are significantly different from the materials and paints used in the theater. In fact, traditional technologies and means are still preserved in the theater: