

## THE DEVELOPMENT OF THE IDEA OF THE UNIVERSITY IN THE GLOBAL POST-INDUSTRIAL SOCIETY

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**ABSTRACT:** THE PAPER ALLOCATES THE EMERGENCE OF A NEW POST-INDUSTRIAL SOCIETY AND A NEW UNIVERSITY EDUCATIONAL PARADIGM. IT CONTAINS THE ANALYSIS OF SEVERAL FUTUROLOGICAL CONCEPTS OF THE IDEA OF THE UNIVERSITY.

**KEY WORDS:** CONCEPT, CULTURE, DEVELOPMENT, EDUCATION, IDEA, KNOWLEDGE, POST-INDUSTRIAL, SOCIETY, UNIVERSITY.

**VARIOUS** social, economic, cultural and technological changes are considered to be the most significant reasons for emergence of a new university educational paradigm. The University of Mass Culture has been replaced by the University of Post-industrial Culture.

**SCIENTISTS** have been taking a close look at the concept of post-industrialism in order to ascertain its logical coherence, empirical validity and implications. They have denominated the emergence of a new society which is called post-industrial. It constitutes a different class of social, political, economical entities with its own specific characteristics. One of the major characteristics of post-industrial society is the increasing substitution of knowledge for property as the basis of the social order. The significance of theoretical knowledge has implicitly increased as well.

**NEW** scientific and technological development takes place in accordance with the need of the society based on the exchange of commodities. The successful existence of any human society is impossible without some kind of scientific and technological revolution. No human civilization can exist without knowledge elite either. The post-industrial society should be denominated by scientists and researchers as knowledge should be the basis of power.

**THE** University is the home of knowledge elite. Thus, the significance of this institution in post-industrial era is increasing. The University of the 21<sup>st</sup> century has been existing in post-industrial social realities, which are characterized by high rates of technological and information development, as well as the globalization of different spheres of the world community.

**IN** the second half of the 20<sup>th</sup> century several futurological concepts of the idea of the university began to evolve. The idea of a model of global post-industrial university was developed in the works by D. Bell, C. Kerr, A. Toffler and others. It was based on the idea of returning to the basic values of the university: the unity of culture, knowledge and science.

**THE** academic culture of post-industrial society has little in common with liberal or classical culture. It is a corporate organizational culture, which corresponds with the values of academic capitalism and information global society.

**ACCORDING** to Bell, the basic question of the idea of the University of the 21st century is the problem of interrelation of different approaches connected with different functions of the University: narrow professional and general cultural, utilitarian and pragmatic and spiritual.

**BELL** believes that the success of the existence of the 21<sup>st</sup> century University connects with the formulation, creation and realization of a modern concept of general education through the synthesis of liberal and utilitarian educational approaches. Bell's ideal university is a multifunctional social institution in which scientific knowledge pass through the birth, classification, systematization and testing stages.

**IN** the early seventies E. Toffler's concept seemed to be some kind of technocratic utopia, as well as the prediction made by D. Bell in his work "The Coming of Post-Industrial Society: A Venture in Social Forecasting"

**IN** the book "Future shock" an American futurist A. Toffler examines the effects of rapid industrial and technological changes upon the individual, the family, and society. He states that the society is undergoing a technological and social revolution from an industrial to a post-industrial society, which he calls "super-industrial society". Toffler writes that the era of super-industrialism will be characterized by such high technology that they will change not only the face of the planet, but also the essence of the person as a social being.

**ACCORDING** to his prognosis, there will be no deficiency of any material benefits or goods, the society will face the unprecedented choice of material and spiritual wealth, with the highest rates of social and economic, political and cultural changes that threaten to break the very ability of the individual to adapt to them.

**TOFFLER** predicted that the accelerating change would drive people crazy. Fortunately, it doesn't seem to be the way as it was predicted by the futurist. A. Toffler says it may be that younger generations have become more adapted to change that it is their culture. The younger generations demonstrate the ability to welcome new ideas and experiments easily. This openness to everything new is correlated with some kinds of intelligence.

**THE** book by A. Toffler did make an important contribution as it taught people to think, learn from everything, and use their imagination and brains. Being written in 1970, it is still relevant to modern world rapid technological changes.

**IN** the framework of the theory of global university Kerr conceptualizes the idea of "Multiversity". In Kerr's opinion, the University of the 21st century - is a multifunctional institution, which combines several communities. Kerr emphasizes the inner paradox of the Multiversity that as an institution link both to the past and to the future, and does not often agree with the present.

**KERR** compared the Multiversity with a city-state and he called it "the city of the intellect." The city of the intellect, according to Kerr, is an ideal model of the university of the future pluralistic post-industrial society. According to Kerr's futurological concept, large university centers will begin to unite and form giant university-poles.

**KERR'S** views served as the basis for the creation of the ideas of "marketiversity", a market-based approach to university education, and "communiversity", based on the communitarian vision of contemporary society.

**THE** views of the 20<sup>th</sup> century scientists and researchers on the theory of the origin and development of the university had a significant impact on research in the field of philosophy, cultural studies and sociology of education of the 21<sup>st</sup> century. They formulated the concept of the ideal model of university, analyzed the new paradigm of university education, and denoted the new mission and roles of the university in the European and world culture.

**A** strong constantly improving and developing university is considered to be an integral part of successful global information society. Integrating culture, science, state and market, the university is able to remain the most important institution of public knowledge, free education and critical research. It can help people to adapt to the accelerating change of hi-tech world, be intellectually ready for responding to its challenges. The University is well positioned to adapt to the demands of the globalization era, as it is an open, creative and dynamic institution.

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