Костенков П.П. и др.). Во многих работах подчеркивалось, что воспитание у школьников готовности к производительному труду имеет наибольший положительный эффект, если учителя школ умело сочетают формы учебной работы с внеклассной и внешкольной деятельностью, если в этом процессе активно участвуют шефствующие над школами предприятия.

Исследованию совместной работы школ, производства и семьи по трудовому воспитанию молодежи были посвящены труды М.И. Богатова, П.П. Костенкова, С. Кенжибиева, А.М. Овчинникова и др.

**Заключение.** Таким образом, разработка теоретико-методологических основ проблемы подготовки молодежи к труду в советской педагогике 70–80-х годах XX в. носила комплексный, многогранный и инновационный характер. Ее эффективность была очевидна, поскольку она была направлена на формирование творческой личности гражданина-труженика, способного поднять на качественно новый уровень социально-экономическое развитие страны.

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# MANAGEMENT OF DIVERSITY:
# INFORMATION AND MARKETING APPROACH

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**Abstract.** The article is devoted to the prospects for developing a holistic concept of information and marketing management of diversity in educational organizations. The concept will allow to determine the optimal multi-level strategies for their development on the basis of the world experience analysis and Russian education traditions and develop the necessary mechanisms for their implementation. The development of the concept takes on a special urgency against the backdrop of the new challenges facing Russian pedagogical science and conditioned by dramatic changes in social and economic development and major metaprocesses, namely: globalization, commercialization, individualization and mediatization. The concept is aimed at eliminating the contradictions in the sphere of education existing at three levels - didactic, managerial and social-pedagogical.

**Key words:** Information marketing, diversity, heterogeneity, communicative and network management, strategic management, image of educational organization, information management, competitive advantage, virtual multi-level space concept, marketing of educational clusters, multi-level marketing information system.

Fundamental changes of last decades in the Russian socio-economic situation are rooted in global trends, which are reflected in four major meta processes of social development such as globalization, commercialization, individualization and mediatization. These changes are caused by different challenges facing the Russian pedagogical science in the field of management of educational systems and the management practice of educational processes, educational institutions and territorial educational systems.

A group of scholars under the leadership of A.G. Kasprzhak and I.D. Frumin in their study "Development of education and socialization in the Russian Federation in the midterm", single out such challenges for the present-day Russian education as the loss of the formal education monopoly on training and socialization, the formation of a new technological system and innovation-based economy, the destruction of the cultural patterns unified

structure and the crisis of the childhood traditional model (the change in the conditions of growing up the today's children) [1].

Joining this point of view, the authors of this article propose to supplement the identified challenges with one more, namely the growing diversity in society and in educational organizations. And this fourth challenge is closely related to the first three.

The loss of monopoly by the formal education on training and socialization is reflected in the fact that there are new channels and sources of information; the possibility of access to any modern world information segments has sharply increased; educational institutions are losing their monopoly on the knowledge formation, skills, and behavior patterns; children leave traditional school: they are educated at home, at distance learning and evening schools; a large number of children is only formally enrolled in educational institutions. Out-of-school clubs, online communities and workplaces are becoming the main place of their growing up. An educational institution is transformed from a monopolist into the coordinator of education and socialization. There is the necessity of finding ways and methods of establishing and maintaining relationships with students, parents and social partners in the new changed circumstances, the establishment of fair competition mechanisms, professional societies, management of educational systems, processes and organizations through information and marketing technologies.

The second challenge is a new technological system and innovation-based economy that involves enhancing the media competence of all educational process participants: students, their parents, managers of educational institutions, social partners. Besides, it includes forming their strategic style of thinking, ability to self-management, the human and social capital development, forecasting and analytical activities, development, evaluation and implementation of high-technology educational services that consumers and the labor market require, etc.

The third and fourth challenges are closely interrelated, since they concern the destruction of a cultural samples single body and the crisis of the childhood traditional model (changing the conditions for the upbringing of today's children), which is manifested in the violation of intergenerational ties and relations in the family and society, the changing of modern person life conditions in a heterogeneous educational or professional environment. This requires the creation of optimal conditions that ensure interaction and mutual understanding of different heterogeneous groups representatives, taking into account the comprehension of the modern man features: his age, expectations, values, conditions of active activity. In this regard, the information and communication environment of the educational organization can be considered as one of the management tools (cultural) diversity. Given the implementation of coordinated organizational, managerial and pedagogical measures, the information and communication environment can become an important resource for the values formation, the development of students and teachers' tolerance and intercultural receptivity.

Taking into account the above-mentioned challenges, as one of their solutions, the author team offers the holistic concept development of information and marketing management of educational organizations, which allows to determine optimal multi-level strategies, including for managing diversity. The theoretical concept and strategies justification of information and marketing management of educational organizations is caused by the need to search for scientific solutions to improve the effectiveness of information and communication interaction between participants in the educational process, subjects of educational systems and organizations, and, as a result, their personal and organizational competitiveness in the information society.

In this context, a new management theory concept of the educational systems has particular interest - information and marketing management. Information marketing as an aggregate of the processes of creation, promotion and provision of information products or

services to potential or real consumers aimed at creating an image or reputation of an organization aimed at meeting their information needs through exchange in the context of global mediation is becoming increasingly important.

In the context of the educational systems management, information management is management implemented on the basis of the integrated use of all available information types within the educational system and outside it. This is a set of management actions that ensure the achievement of the set goals for the educational system by converting resources at the "input" - information systems, into the output "on the way out" - information services (information services).

The information-marketing management of educational organizations as an interdisciplinary and multilevel phenomenon includes theoretical and practical aspects of information, marketing and communication-network management and is aimed at managing diversity at three levels: didactic, managerial and social-pedagogical. In the near future, it is expected to develop multi-level strategies for diversity information and marketing management and the development of mechanisms for their implementation (the strategy of communication and network management, the strategy of integrated targeted image policy, the information and communication strategy of participants interaction, the strategy of applying a multilevel marketing information system, strategic online PR in education).

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## К ПРОБЛЕМЕ СТАНОВЛЕНИЯ МЕТОТЕОРИИ МНОГООБРАЗИЯ В РЕСПУБЛИКЕ БЕЛАРУСЬ

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**Введение.** Многообразие как явление – это проявление чего-либо в различных видах и формах.

Анализ многообразия и его проявление в Республике Беларусь позволили прежде всего представить современное белорусское общество как *многонациональное сообщество*, тесно взаимодействующее в различных сферах жизнедеятельности (торговля, наука, туризм, культура, учеба, и т.д.) независимо от государственных границ, национальной и конфессиональной принадлежности.

**Материалы и методы.** Использованы следующие методы: общенаучные (индукция и дедукция, анализ и синтез), метод сравнительно-сопоставительного анализа научных исследований, сборников.

**Результаты и их обсуждение.** Глобальные процессы в современном мире создают возможности (а в некоторых случаях – и обуславливают необходимость) перемещения людей с места на место из страны в страну, с континента на континент, в том числе на уровне устойчивых миграционных процессов, возникающих в результате войн, локальных конфликтов, потребности в поиске работы и т.п. Сосуществование разных этносов, национальностей, народностей на одной и той же территории может в зависимости от ситуации развиваться как в мирном русле, так и выливаться в конфликтные ситуации. На территории Республики Беларусь, согласно переписи населения 2009 года, проживает до 140 национальностей – 16% от общей численности населения (к русским себя относят – 8,3%, к полякам – 3,1%, украинцам – 1,7%, другим