

EXISTENCE OF THE TRANSCENDENTAL: THE SPIRITUAL AND PRACTICAL DIMENSION

Problem setting. Metaphysical transcendence in the context of a metaphysical method approach means transition from the scope of possible experience that is out of it, that means being able to touch the areas lying outside onticist. Can the mass-media get us, help to get us to the ontologist?

Recent research and publication analysis. Transcendence means going to transscendental. The history of philosophy shows us how under the influence transscendental formed our humanity. thing, true, true, something one

Thomas Aquinas gave six transscendental: thing, things, truth, verity, something, single. But Kant gave their epistemological nature and turned to the term «transscendentalny». Existentialism also transformed the understanding transscendentsiy. Acts of transcendence understood as being carried seclusion, solitude. Transcendence – one of the highlights being for Karl Jaspers. For J.-P. Sartre transcendence is the man himself, because it goes beyond possible experience that can buy. Transforming thing in his subject, the person touches transcendence. Transcendence is traditionally considered in the focus of freedom.

Paper objective. Not only philosophy uses the tradition of appeal to transcendence. The modern world of culture also appeals to her. The authors of the film show the existence of transcendence, not guided solely by the logic of dialogue and narrative. But these cinematic elements like music, editing, acting, camera work, etc. help create existential moments. But other than art cinema today increasingly mass media determine our ideology, education, socialization. We will look the question about the possibility to appeal for the power of transcendence in the mass media. Of particular interest are the television programs, shows, projects for educational crisis and humanistic paradigms manifests itself most clearly in this layer of our living world. On them will be discussed.

Main part. In one day I looked Sunday telecast Roman Bronze «Transfiguration». The focus was a beautiful girl Julia Sidorenko. In the story of the program Julia wants to overcome the image of the girl-teenager who is struggling with life problems using muscle technology: it fixes any problems of a technical nature, solves life's problems from a position of «no what I can», operates on the principle «all help, but I do not need». Roman decides to help the girl. We need to clarify the understanding of the unconscious. Man builds his unconscious impulses from memory, memories. Modern philosophy operates two types unconscious. There are psychological unconscious, and is ontological. Since we were talking about the ontological unconscious, we need to restore the chronology of interest to the general ontological themes. H. Wolf first ontology defined as prima philosophy, giving it the status of «first philosophy». His ideas

expressed indirectly Schelling, Hegel, Nietzsche, they prepared the ground for philosophy Heidegger. He divides ontical and ontological levels, introducing the principle that can not be reduced or the radical differences in modern philosophy as central. We use the terms «ontology of instability», term «gift», «bare life». Julia feels that something is wrong, it just breaks ontological unconscious. She understands that serves a kind of object, and shows her cleavage.

Conclusions. Thus, under the influence transrationality formed our «humanity», and this process can not break through today. Trying to which refers the show reveals the depth of our existence, and we wonder: Is it possible to start transcendence in social physics, social. Real life is more intense, wider and more diverse of any schemes, including schemes of directing the program. Television – is the sphere of social services, which can create desire, impetus for transcendence. But this process should be not spontaneous, but be thoughtful touch to the new mechanism of complex ontological sphere. Means the media can act as mechanisms that push people to acts of transcendence. Unfortunately, today the media do not put the following objectives.

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VALUES BASED PRACTICES IN ORGANIZATIONS: EXECUTIVES' VIEWPOINT

Leaders and managers are perhaps facing the biggest challenge in the history, how to create and maintain successful organizations based on what is equally good for business, people and society [5]. Harmonizing the beliefs and values of the owners of the company and employees is a vital source of competitive advantage [3, 7, 1]. Living organization's values means making difficult choices among competing values and the being at peace with decisions [4]. However, for many organizations the development and management of common value system becomes an insurmountable problem because of the lack of the identity and consistency of management. Identity is managed only from top to bottom, i.e. there is no feedback, the needs of employees, consumers, and other stakeholder groups are perceived insufficiently and/or receive little attention, therefore, the declared values of the organization are understood and acceptable not to all members of the organization [6]. In recent decades it is increasingly discussed both in practice and in the scientific literature, however, it is still not easy to answer the crucial question of how to put values in actions. It is often debated that organizations often only formally incorporate value provisions into their management schemes and structures [2]. As a result, the gap between publicly declared values, ideals of the