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## **IDEOLOGICAL-AESTHETIC ORIGINALITY OF FAIRY-TALES BY OSCAR WILDE**

One of the theoreticians of the English aesthetics and his artist-leading practices, Oscar Wilde was prone to paradoxical expression of his brilliant paradoxes, which attracted contemporary writers, survived aestheticism as a literary trend.

Even in childhood, we fall into the hands of fascinating fairy-tales “Happy Prince”, “The Nightingale and the Rose”, “Star-Boy” and others. In Wilde’s fairytales, a wonderful world is opened before us, full of rare things, jewelry, exotic flowers, and art.

“After the trial of Oscar Wilde at auction his property was sold out, one of the cartoonists drew items that belonged to the writer: a lot of different subjects, who had just lost their master. Among them there was a manuscript collection of tales, to which few people paid attention. Today these stories have received worldwide recognition ...” [1, p. 64].

Throughout the life, O. Wilde professed the cult of beauty. His works are the confession of love for creativity and art. O. Wilde believed that art is superior to nature and banal existence. According to what the writer said, art reflects not life, but artistic temperament of the soul. “Beauty has as many meanings as many moods a man can be in”, – Oscar Wilde noted in one of his essays [3, p. 10]. Creative inspiration is filled with the beauty of imagination, fantasy. In his opinion, people lost the meaning of life, forgot how to appreciate it. It happened because they forgot about pleasure. Wilde’s desire to return people to the joy of fun, was a positive impulse for the development of culture, as promoted a better harmonic development of each individual. On the other hand, the cult of pleasure, if it is not limited to moral principles, is as dangerous as the cult of Beauty, because hedonism (or new hedonism) can easily cause a person to death.

Oscar Wilde was aware of that tragic fact. He took it as a rule to seek pleasures, as the righteous people seek to do good. The complexity and contradictions of the new hedonism writer’s view of his tales, including “Happy Prince”. “*On a high city column there was*



*Happy Prince statue. He was covered from top to bottom with golden leaves. Instead of shining eyes two sapphires, were noticeable on the princes and the dagger hilt glittered a large ruby” [5, p. 12], – so begins a wonderful story of the writer. Prince got into a place of honor because he was the only happy person in the city, and others forgot what happiness are, grateful servants decided to make the status for remembering him. However, staying over land, the Prince suddenly learns the true value of his happiness – a lack of real life, ignorance of people and their problems. “When I was still alive – to swallow says he that stopped for the night at the foot – and I had a real human heart, I didn’t know what tears. I lived in the palace of Sans Souci (serenity), where sorrow cannot enter. I had a good time all days with friends in a garden in the evening dancing at the balls in the Great Hall. Around the garden there, were strong walls and I never thought of asking what was happening there, behind those walls? Because everything around me was so excellent!” [5, p. 15].*

The main conclusion of this tale, parable is obvious: a person may experience pleasures and be happy if he builds up high walls to be separated from other people, forget about their existence, be thinking only about themselves, become indifferent and selfish. However, this situation is immoral, abnormal, and simply impossible. The prince realizes it very well, and being high over the city, that makes him feel remorse and sacrifice himself for others.

The subject of the tale “Nightingale and Rose” is the fate of an artist and his works. Nightingale is an artist, poet; the rose is the work of art. The artist gives his blood and life, that works was excellent and bring happiness in love. Nevertheless, the girl who liked the student is unable to appreciate the sincerity and simplicity ‘ordinary flowers’. “I am afraid that this rose does not fit my new dress.” [5, p. 33]. She appreciates more wealth, jewelry. The death of nightingales was in vain. Rose fell on the road and run over by a cartwheel...

In the fairy tale, Nightingale as a valid artist appears above not only an ordinary girl, but also a student for whom philosophy is more important than Love. At this background, another very important topic appears the topic of true love. Nightingale is sure that it is heard like it and is willing to sacrifice him. “Love – is a miracle. It is more costly than expensive jewelry, it cannot be bought for any pearls, garnets, it is not put on the market. Death is a high price for red rose.



*And still love is more valuable than life, and is the any way to compare the heart of any bird with a human heart” [5, p. 26–29].*

O. Wilde in his usual manner challenges the society. It is impossible not to notice in allegorical images of animals (water Rats, Ducks with ducklings, Konoplyanka) ordinary members of contemporary society: the English inhabitants of rural areas, with their prejudices, in attempts to break higher company and stupidity, which cover useless devotion. The mother duck teaches their children to stand upside down in the water: “If you do not learn to stand on your head, you will never be taken in to the superior Company” [5, p. 41].

The main problem of this tale is the understanding of the concept of “friendship”. Hans is really proud that he has a ‘reasonable’ great friend Hugh, who always says: *“Many people can do good deeds. But a few can speak well. So, to speak well is much harder, but worthier”* [5, p. 45]. The tragic end of a good young man and the last words of the late Hugh “the generosity always had to pay”, leaves no room meditation on the moral sympathy of the author. This tale makes us wonder are we just to our friends? Can we behave like Miller?

Good must defeat evil – the main motto of every tale, however, Wilde retreated from it. Swallow, despite all the good work, dies at the feet of Happy Prince, whose heart was breaking up (“Happy Prince”). Nightingale dies in terrible suffering, as though for the great love, but his self-sacrifice is in vain – one has any idea (“nightingale and the Rose”). True Hans, making everything possible for his imaginary friend, dies having drowned in the mud (“True Friend”).

Themes of hypocrisy and indifference to others, poverty, selfishness, pure love, beauty can be heard in various aspects of all Wilde’s fairy tales. However, it is possible to single out the main problem that is the problem of finding the right way of action. The main, task is to choose the right one. Oscar Wilde seeks to resurrect the best side of human nature by showing negative, but the writer is not still telling: a person on should understand himself and improve himself, and hence the world around it. Extremely huge problem of society, according to the artist, is the callousness and indifference. A world where a man is indifferent to others is doomed.

Thus, Oscar Wilde tries to warn us: only love and kindness, mercy can save humanity.

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### **INFORMATION AND COMMUNICATION TECHNOLOGIES IN SCHOOL MANAGEMENT ACTIVITY**

The newest information technologies (IT) has firmly entered the modern society along with the learning process of educational institutions. Using the latest IT at secondary schools raises the educational process on a higher level while correlated practice in management of an institution helps to ensure efficiency and effectiveness of administering. One of the priorities of educational reform at the present stage is the implementation of advanced information technologies, training and educational computer programs (CP), multimedia training to the educational process and management of education in general.

School management is among the areas of effective use of new technologies, creating a common information environment and establishing objectives, and levels of administrative management process.

The question is relevant as the use of ICT in professional administration of the school is also imperative that educational institutions are the first basic step in the chain submission educational management – Management of educational institutions [1].

According to the Law of Ukraine “On education”, activities in the education system are:

- management – the introduction of information technologies in educational administration;
- training – the computerization of the educational process and educational work of the institution;
- research – introduction of ICT in science teaching development.

Therefore, the application of ICT in education and training directly to business and management education institution is already in need of comprehensive schools.