

## **ПЛАТФОРМА 2**

### ***Професійне становлення фахівців в епоху глобалізації: досвід, проблеми, перспективи***

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#### **FEATURES OF PROFESSIONAL TRAINING OF CULTUROLOGY STUDENTS IN MODERN UKRAINIAN HIGHER EDUCATION INSTITUTIONS BY MEANS OF FOREIGN LANGUAGES**

The specialty of culturology is relatively young in the Ukrainian educational space. Culturologists work in areas that require deep understanding of modern cultural and social processes, in particular in the media industry, including journalism, publishing and editing, advertising, public relations, social research, analytics, criticism and forecasting in administrative institutions and the media. They become mediators, curators and administrators of cultural, social and political projects, work as teachers and researchers, conduct research, perform analytical and consulting work in theaters, museums, galleries, philharmonic societies, libraries, studios, etc. Due to their knowledge and skills, culturologists can very easily transfer between such fields as management, education, extracurricular and non-formal education, research, art and design, tourism, telecommunications, public sector and business.

The profession of a culturologist belongs to the intellectual sphere, that is, it requires from specialists creative and intellectual work, in which logical thinking,

attention, memory, intellectual mobility are extremely important, since the activities of culturologists are aimed at studying cultural values, traditions, the latest directions of cultural life, symbolism, gender systems, religious rites, mythology, art, literature and music as well as their transformations all over the world.

The relevant educational programs of higher education institutions are aimed at formation of such competitive specialists in culturology. While mastering educational disciplines, culturology students learn how individual cultures or their elements are created and destroyed, their transformations; the place of a sense of self-identification in modern culture, changes in culture under the influence of the development of new means of communication, information technologies and in the conditions of globalization in general; the stages of formation and development of world and Ukrainian culture, the development of art, the history and theory of museum work, the phenomenon of mass culture, pop culture and different subcultures, their role and functions in the modern world, etc. Within the professional competence of this group of specialists, mastering foreign languages occupies a vital place and helps a lot.

The works of I. Bym, I. Zimnaya, G. Kitaigorodskaya, O. Leontiev, M. Lyakhovytskyi, E. Pasov, E. Shubin and other researchers are devoted to the issue of teaching students and students of foreign languages in particular. Having analyzed the works of researchers and the state of the problem of professional training of culturology students in modern Ukrainian higher education institutions by means of foreign language in practice, certain conclusions have been drawn.

When studying a foreign language, the goal of culturologists is to achieve a high level of foreign language communicative competence. Here the language acts as a means of communication, which is realized in speech, in contrast to the study of a foreign language, for example, by philologists. At the same time, emphasis is placed on the study of a foreign language both in everyday life and in the cultural field, which is provided by a set of relevant disciplines.

The peculiarities of studying foreign languages by culturologists in Ukrainian higher education institutions are the following.

1. Practical purpose and objectivity, which consists in mastering a foreign language as a means of both communication and obtaining additional information on profession.

2. Consistency, which is achieved through a gradual transition from the school level of a foreign language to its improvement in everyday use and then in professional one. The integration of philological and professional knowledge takes place here. But it should be noted that applicants have different level when they start studying at a higher education institution.

3. Significant amount of independent work. For the automatic application of situationally adequate language means, the activity of the learner is necessary, which is best achieved through conscious independent work and is supported by the amount of hours allocated in work curricula and programs for independent work in disciplines.

4. Optimizing the ratio of types of activities in the process of mastering foreign language phonetics, vocabulary, and grammar in order to achieve a higher level of development of foreign language communicative competence. At the same time, oral speech is polished in speech by performing a large number of various training exercises, practicing lexical and grammatical material. Reading allows both to check the knowledge of the material mentioned above and to improve relevant skills. Listening allows to develop phonemic hearing with further improvement of pronunciation, to improve knowledge of lexical and grammatical material and to develop relevant skills. Writing contributes to the improvement of professional and situational communication in written form.

5. Interdisciplinary connections. A foreign language and a foreign language for professional purposes along with other disciplines studied by students in higher

education institutions are complementary and ensure a gradual transition to the use of a foreign language in their further professional activities.

**Conclusion.** A foreign language occupies an important place in the process of training culturologists in higher education institutions and has the following features: practical purpose and objectivity, consistency, significant amount of independent work, optimality of activities, interdisciplinary connections. Further studies of the problem can help to optimize the process of professional training of culturology students in higher education institutions for the formation of specialists competitive on the labor market.