

PROFESSIONAL CULTURE AS A COMPONENT OF FUTURE MEDIA EXPERT COMPETENCE

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Purpose. The article is devoted describing the features of the professional culture phenomenon and define mechanisms, methods and means of formation of professional culture of journalists' students. **Methodology** is based on the analyses of the literature devoted to this problem, substituted the main aspects of the issue. We have obtained the scientific views on the problem of formation of future journalists' professional culture in modern market economy, taking into account the characteristics of their future professional practice. **Results.** The level of the professional culture determines the level of professional training and is one of the important factors in further carrier of graduates as it has been stated. The components of professional culture, their essence and role in the process of training future journalists as well as formation of creative personality professionals have been examined. The necessity of journalism education reforms and the improving the educational process were stated. **Originality.** The literature overview has confirmed that the formation of professional culture as future expert competence is essential during training in higher educational establishment. The ways of developing the creative potential of students are outlined, and pedagogical conditions of development of communicative competence of future journalists are proposed. **Practical value.** The mechanisms, methods and means of formation of professional culture of students have been defined. The system of formation of professional culture of future professionals is analyzed through training activities in universities; these factors, factors of the system, and the criteria and indicators of development of professional culture of future broadcasters and levels of development are pointed. **Conclusion.** Professional culture of future journalists is one of the main competences of a professional which is formed during the process of study and training in a higher educational establishment. The elements of professional culture, their essence and role in the process of creative personality formation are highlighted as the means of students' creative potential development. References 12.

Keywords: media, journalism, professionalism, professional culture, professional training, educational process.

ПРОФЕСІЙНА КУЛЬТУРА ЯК СКЛАДОВА КОМПЕТЕНТНОСТІ МАЙБУТНЬОГО ФАХІВЦЯ МЕДІЙНОЇ ГАЛУЗІ

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Розглянуто особливості професійної культури, виявлені основні дефініції поняття «професійна культура», визначено механізми, способи та засоби формування професійної культури майбутніх фахівців медійної галузі. Висвітлено наукові погляди на проблему формування професійної культури майбутніх журналістів в умовах сучасних ринкових відносин з урахуванням особливостей їх майбутньої професійної діяльності. Досліджено складові елементи, розкрито їх сутність і роль у процесі професійної підготовки майбутніх журналістів, а також у формуванні творчої особистості фахівців. Обґрунтовано необхідність реформування журналістської освіти та покращення навчально-виховного процесу. Окреслено шляхи розвитку творчого потенціалу студентів та запропоновано педагогічні умови розвитку комунікативної компетентності майбутніх журналістів.

Ключові слова: медіа, журналістика, професіоналізм, професійна культура, професійна підготовка, навчальний процес.

PROBLEM STATEMENT. The problem is that everyone is faced with on his life path, which determines his future life is a choice of profession. The criteria that determine the choice are difficult to be established because we deal with personal, subjective and even unconscious.

The main purpose of professional training is to prepare a specialist with an appropriate level and profile, a competitive professional. Globalization and integration processes taking place in modern society, the rapid development of information technology, changes in the labor market put forward higher requirements to the personality of the future professional.

Professionalism, according to S. Honcharenko's definition, is a high readiness to perform professional activity tasks, which makes it possible to achieve significant quantitative and qualitative results at work with less expenditure of time and mental and physical strength through the use of rational methods of working

tasks [1, 386]. Since the theory and practice of a profession as a system of knowledge and skills is a cultural phenomenon, it gives reason to believe the existence of professional culture, development and formation of which is very important for university students now. That's was the reason that determined the subject of the article.

Laying the foundation for future professional journalists in the educational process should focus on the formation of their professional culture, which is a necessary component of professional journalists, as well as the presence of certain individual psychological and moral qualities. The student must be professionally prepared for comprehensive informing the public about the real events and phenomena, and the combination of technological literacy with impeccable performance of social roles and professional functions with a constant sense of responsibility as a journalist responsible for the

professional and creative self-realization, the self-improvement and self development.

An important component of professional competence directly considered its professional culture that provides the required level of performance of professional functions and the possibility of further self-improvement expert. It is manifested through the unity of the personal and professional qualities of the individual degree possession of achievements and professional competence, social and professional mobility, which promotes social and spiritual development in conditions of joining the common European educational space.

EXPERIMENTAL PART AMD RESULTS OBTAINED. The basis of this definition is the understanding of culture as a powerful social and spiritual factor of social development and human understanding of its impact on all human activities. Professional culture is a subsystem of the general culture that ensures the functioning of direct practice in general and special allocation of social labor.

The problem of training journalists in higher education institutions involved in such modern scholars as V. Demchenko, C. Kvit, B. Lyzanchuk, V. Rizun, N. Sidorenko, E. Fedchenko and others.

Such scientists as D. Byeluhina, V. Bolotov, E. Klimov, V. Kukushkin, V. Serikov V. Voroshilov, J. Zasurskoho, S. Korkonosenko, V. Kudinov, V. Lozova, E. Prokhorov, V. Rizun, L. Svituch, V. Fatyminova and others dedicated their researchers to the issue of professional training.

The problem of professional dialogue culture creating is highlighted in scientific quests by S. Amelina, L. Anpilohova, M. Bakhtin, V. Berkova, M. Vaynovskoyi, L. Vvedensky, Al. Zaretsky, M. Zarva, T. Kolbin, W. Kostiuk, A. Moskalenko, L. Peter, G. Pocheptsov A. Ryvina, S. Rubinstein. G. Sagach, P. Soper, L. Suprun, G. Sherhova, O. Shcherbakova and others.

The specific training of journalistic and creative staff of journalists is researched by N. Aheyenko, Yu. Andreyev, Al. Bobkov, R. Buhartsev, V. Hoyan A. Hryshanin, A. Doroschuk, V. Zdoroveha, S. Korkonosenko G. Lazutina, A. Maracheva, G. Miller, W. Oleshko D. Prylyuk, E. Pronin, A. Samartsev, L. Svituch, A. Teplyashyna, T. Tyulylyukina, I. Fateeva, I. Chemeris, A. Shiryayev, Yu. Shapoval, L. Shestyorkina and others.

Professional culture as a scientific phenomenon has been the subject of leading experts researches in the field of sociology of work, economic sociology and sociology of culture (N. Krylov, N. Lukashevich, D. Markevich, G. Sokolova, etc). "In the second half of the XX century professional culture (as part of general culture) is considered not only as a form of human activity, but also as an important aspect of life of the individual, as a social activity, which consists of interrelated integral phenomena that are not confined to a particular set of knowledge and skills "[2].

Professional culture is a social and professional quality of the job subject. However, the content and scope of the term "professional culture" remains the subject of scientific controversy. Thus, professional

culture is defined as a sense of awareness and related activities as one of the highest values in life (A. Ponomarev); as complete personal formation, the essence of which is the dialectical relationship of all the individual elements of culture, which is developing dynamically and non-linearly, specifically manifested in professional activities and communication (S. Isaenko); set of expertise and experience in order to implement them in a professional activity (S. Artyunov, J. Bromley); to measure the quality of human activities in clearly defined limited area of his profession, the activity where he feels comfortable enough to make free and uninhibited (D. Lihachov); as an element model of professional higher education, in which high degree of the ability to use the available and the ability to create new patterns of communication and manipulation of objects are developed (G. Kochetov); a set of special theoretical knowledge and practical skills associated with a certain type of work (A. Kravchenko) ; as a component of general social and cultural functions and the one that operates on two levels: the objective (translocal) at the level of a professional group and subjective (local) at the individual level, which is a part of a group and performs professional activities. Professional culture is a subsystem of general culture that ensures the functioning of direct practice in a general and special allocation of social labor.

Professional development is included in the overall development of personality. The researchers [4, 46] point out the following components of personal professionalism: education; analyticity and systematic thinking, the ability to predict the situation, to predict the outcome of decisions, the ability to think vast and realistic at the same time; communication skills, interpersonal skills of effective interaction; a high level of self-regulation, development of self-control, stress resistance; business orientation, activity, desire for constant improvement of professionalism; clear self-concept, a realistic perception of the abilities.

In modern studies [2, 5, 6] the structural components of professional culture include the following points: axiological (value), operational and personal and creative. To the expert be mastered and was ready to solve the problems mentioned above, the content of each discipline must be humanized. This approach targeted at its use is gradually becoming a social and style oriented thinking of professional, in the structure of which cultural values are actualized and systematically organized. Having it, the future specialist is becoming the bearer with progressive social consciousness, general and professional culture. In the structure of professional culture we can distinguish two aspects: the first one that describes the method of interaction between subject and object and tools of work, and its degree of preparedness for a specific activity. Its composition includes such items as professional interest, knowledge, skills and abilities, including professional style of thinking.

The other side acts as an integral feature of consciousness and self-awareness of the subject of professional culture, moral, philosophical and aesthetic preconditions activities. The forming of ideology provides student's views on the development of himself, self-

awareness of the subject, the bearer of social values, socially significant personality [7, 43].

The high level of professional culture formation is defined by two characteristics: general and special. Total professional culture specialist is in the unity of belief in the importance of social work and profession, special professional culture of various specialists includes qualities that considerably differ even within the same profile.

As for the structure of professional culture journalist, it includes professional consciousness, self-awareness and professional activities. There are two levels of journalist professional culture: the level of professional ideology (technocratic authoritarian, humanitarian, informational, cognitive, etc.) and the level of professional and routine consciousness.

Professional culture has the following components:

- language culture
- creativity culture
- journalist culture
- corporative culture
- behavioral culture during the information collecting
- communicative culture

Language culture is the collection of rules of pronunciation, style of communication. This is one of the main characteristics that defines the degree of professionalism of TV and radio programs on journalistic and artistic usefulness. Media significantly alter the language and communication rules and therefore it is necessary to conform these rules with the standards of literary language and cultural traditions.

Creativity culture is a method of writing material, creativity, skill, mental ability, competence.

Journalist culture is the ability to get valuable news; the ability to see interesting information; proper use of the evidence provided; compliance behavior of the journalist.

Corporative culture is a set of behaviors that is made up among certain employees.

Behavioral culture during data collection and interviews is the ability to give their best and get the trust of a person due to education interlocutor, frankness and interest in his information.

Communication culture is organizational knowledge in the field of human interaction, allowing to establish contact with business partners, colleagues, to achieve accurate perception and understanding of the communication process, to guide the behavior of business partners to the desired result. Basic characteristics of a journalist discussed in communicative culture are politeness, tolerance, tact, punctuality, modesty.

In addition to the basics of journalist professional culture as well as a part of this concept the following points can be included:

- Political culture
- Media Culture
- Sociological culture
- Psychological culture
- Legal culture
- Philological culture

Political culture is a part of general culture that includes historical experience, the memory of social and

political events, political values, orientations and skills that directly affect political behavior. For a journalist it is the way he transfers data, information, referrals about facts, events, work of public authorities in the country and abroad, politics, and the ability to present this information without leaving behind certain limits [8; 51].

Media culture is a set of information and communication means made by mankind in the cultural and historical development, contributed to the formation of social consciousness and socialization.

Journalist sociological culture foresees its interaction with society and the ability to use social information (sociological surveys, interviews, questionnaires, research, experimentation, analysis of documents).

Psychological culture is necessary for the development and transformation of psychological knowledge from a professional, legal, moral culture, using sociological methods of learning and reflection of reality. Psychology forms the spiritual side of professional culture journalist.

Legal culture characterizes the level of consciousness, including knowledge of the law, the way of governing the interaction of society and the individual, the state, and issued in the form of legislation and used by the executive officials of [9, 154].

Philological culture involves literacy, the ability to interpret and analyze text from a literary point of view.

Finding out the definition and the structure of professional culture, let's consider the process of its formation. Thus, the formation of the future journalist culture is the accumulation of knowledge, experience and quality of implementation in activities and the behavior of the individual.

Thus, special attention is focused on the unity of the professional, social and moral aspects of cultural identity in the formation of professional culture, and three factors are determined that result in professional excellence, enhance skills and help gain special knowledge and skills:

- availability of stable system of activities that gives qualitative results;
- social and personal significance of the results of professional activities that can not be reduced only to economic performance;
- overall manifestation of personality in work [10, p.105].

The high level of professional culture formation also enables future specialists to predict their future professional activity through "assessment of development prospects, the future state of the phenomenon, which is projected on the experience background. This assessment is often performed by using analogies with the phenomena and processes that are well known and are similar to the analyzed [11, 91]." The higher the level of knowledge and skills are, the broader the experience is, the more likely it is that a person in his work can reach certain heights.

According to some scientists, these three planes are also important in the formation of professional culture.

1. Informational and Cognitive which means understanding of necessary expertise and ways of life, subjective prerequisites of journalism, the need for the de-

definition of professional values (goals, motivation, professional self-actualization);

2. Individual and meaningful which means understanding yourself, understanding the positive and negative aspects of own activities, evaluation and self-assessment of himself, self-regulation and decision making;

3. creative activity is the ability to constructive, innovative thinking and behavior as well as developing their understanding and experience as a result of creative activity.

Each plane solves certain problems that can be attributed to the eponymous bloc: information and cognitive, personal and meaningful, creative-activity units forming the professional culture of future journalists.

On criteria and indicators of future journalists professional culture development can be highlighted as following:

1) professional readiness which is the future journalists awareness of the modern professional education goals and objectives; availability of specialized knowledge and skills (knowledge of the work of journalists in the air, the ability to collect, process information, edit the text, the ability to analyze different points of view in the frame work); availability of professional skills (curiosity, observation, creative talent); open-mindedness; understanding of the nature of the profession; steady professional motivation, the dominance of positive internal motives of professional activities, professional self-improvement; focus on individual journalistic work;

2) moral maturity which is the existence of moral and ethical values, wealth of spiritual culture; knowledge of journalistic ethics, responsibility for their actions; moral willingness to give people accurate information; humane treatment; ability to foresee the consequences of their activities;

3) psychological sophistication which is the knowledge of the psychological impact of information on the consumers' minds (viewers, listeners, readers), the ability to predict its consequences; knowledge of the laws of personal qualities (self-discipline, emotional self-control, professional memory, determination, persistence); stable of himself as a journalist, making yourself as an expert; ability to determine his own ways of professional self-improvement;

4) teaching ability which is the ability to follow pedagogical principles in their work, the ability to use the methods of example, persuasion; compliance with pedagogical tact; willingness to share knowledge and educate consumers;

5) communication skills which are the knowledge of the principles of communication (clarity, accessibility, timeliness, truthfulness, consistency of information); possession of verbal and non-verbal means of communication; communication skills, ability to establish and maintain contact with the interlocutors;

6) civic orientation which is the knowledge and compliance with civil values (justice, benevolence, patriotism);

7) creative ability which is the willingness to creativity, originality, flexibility of thinking, talent, open-

ness to information technologies, readiness to accept new knowledge and experience.

The substantiation of criteria and indicators can specify the level of professional culture development. There are three levels: low, medium and high.

Low professional level of future journalists is characterized by professional knowledge storied, lack of interest in the profession; initial skills; reluctance to accept new knowledge, ignorance of journalistic ethics, lack of moral and ethical values; lack of psychological sophistication; passive display of teaching and communication skills; lack of civic orientation; underdeveloped creativity.

The average level of professional culture is characterized by low interest in the profession, unstable interest in creative activities; limited professional knowledge and skills; vague notions about the nature of professional culture, its personal and professional principles; partial civic orientation.

The high level of professional culture is characterized by the optimal development of all components in their entirety and indicates positive professional motivation and self-improvement; understanding the essence of professional culture. Guidelines in the profession are universal values of goodness, justice, truth, ability to assert their moral beliefs to be honest in all circumstances, show patriotism, integrity and hard work, ability to foresee the consequences of their actions and deeds, stick to the language of culture.

The high professional level shows journalistic mastery of psychological knowledge, the ability to adequately express their thoughts and compliance, tact in dealing with interlocutors, the ability to use knowledge in the communication process, using of verbal and non-verbal means of communication.

The professional culture of future journalists is found in flexibility, inventiveness, initiative, courage decisions and behavior in professional interaction. Professional culture mastering is necessary for understanding the creative nature of journalism.

Therefore, during training the students have formed the foundations of competitiveness conscious commitment to continuous self-development, creative self and professional self-improvement. This process contributes to pedagogical conditions for the establishment of creative atmosphere, special journalistic environment, closed to professional. Competitiveness ability of future journalists depends not only on professional communicative competence, but also on the professional culture of readiness for self-expression.

CONCLUSIONS. Thus, the high level of the future journalist professional culture can not be achieved without communicative competence since journalistic activities directly relate to communication, the journalist must be able to communicate, to interest interlocutor, ask questions properly and correctly to build interpersonal relationships on the basis of a dialogue, to conduct a constructive dialogue on social levels; master the different means of communication to express spotty information and methods of constructing discourse in accordance with the selected code and communicative norms and rules of communication.

A journalist is demanded to have a good command of rules of professional communication, ability to solve professional problems creatively and build a constructive dialogue. These are the skills future journalists must be taught during their professional training.

Thus, the formation of professional culture is a regulatory process that aims to develop professionally significant qualities, bringing the values, motivations and behavioral norms of the future expert in compliance with the general cultural and ethical requirements of the profession.

CONCLUSIONS. Consequently, professional culture is a collection of philosophical and expertise, qualities, skills, values of the individual manifested in the professional activities of the individual and ensured higher efficiency of these activities. It occupies more space and as an object of study and as a factor significant for the explanation, understanding of employee behavior, and especially future professionals, as people should have special knowledge and skills in any field, be highly qualified specialists with wide erudition and high general cultural level in accordance with the global challenges of our time.

Professional culture provides the required level of performance of professional functions and the possibility of further self-improvement expert. It is manifested through the unity of the personal and professional qualities of the individual degree possession of achievements and professional competence, social and professional mobility which promotes social and spiritual development in conditions of joining the common European educational space. Today there is a need for studying, identifying and analyzing this particular set of qualities that are formed in high school and the experience of further improvements are applied and implemented in the work.

The high level of professional culture includes many components, including journalist communicative culture, characterized by a commitment to professional activity, defined abilities and skills practice, self-improvement through self-expression and development of creativity.

During the work, the goal of a journalist is to be organized while the main means and the scene of social dialogue ensure its informative fullness and therefore should be well-educated, patriotic, moral, impartial expert to consolidate the society through the media because mass communication is the means of manipulation, the imposition of ideals and inciting hatred.

Today one of the contradictions that exist in modern journalistic space of Ukraine is the discrepancy between the actual level of professional education of journalism

students and social order for universal training in journalism with a high degree of professional culture, the desire for continuous self-development and self-improvement, culturally qualified, able to solve professional tasks independently and creatively.

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ПРОФЕССИОНАЛЬНАЯ КУЛЬТУРА КАК СОСТАВЛЯЮЩАЯ КОМПЕТЕНТНОСТИ БУДУЩЕГО СПЕЦИАЛИСТА МЕДИА-СФЕРЫ

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Описаны особенности феномена профессиональной культуры, определены механизмы, методы и средства формирования профессиональной культуры студентов – будущих журналистов. Проанализирована литература, посвященная данной проблеме, определены основные аспекты данного вопроса. рассмотрены научные взгляды на проблему формирования профессиональной культуры будущих журналистов в условиях современ-

ной рыночной экономики с учетом особенностей их будущей профессиональной практики. Определено, что уровень профессиональной культуры определяет уровень профессиональной подготовки и является одним из важных факторов в дальнейшей карьере выпускников. Изучены компоненты профессиональной культуры, их сущность и роль в процессе подготовки будущих журналистов, а также формирование творческой личности специалистов. Выявлено необходимость журналистского образования реформы и совершенствования образовательного процесса. Обзор литературы подтверждает, что формирование профессиональной культуры как компетенции будущего специалиста имеет важное значение во время обучения в высшем учебном заведении. Изложены способы развития творческого потенциала студентов и предложены педагогические условия развития коммуникативной компетентности будущих журналистов. Определены методы и средства формирования профессиональной культуры студентов. Проанализирована система формирования профессиональной культуры будущих специалистов через учебную деятельность в вузах; эти факторы, а также критерии и показатели развития профессиональной культуры будущих журналистов.

Ключевые слова: СМИ, журналистика, профессионализм, профессиональная культура, профессиональное обучение, образовательный процесс.

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