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PROFESSIONAL CULTURE OF FUTURE EDITORS: ASPECTS, PRINCIPLES, MODEL FORMATION

The article is devoted to the formation of the future editors' professional culture. The aspects of the professional culture are described in the article; basic functions of the professional culture of the editorial activity are marked.

Principles are offered for the development of the model of forming the future editors' professional culture. The question is considered of the positive result concerning the future editors' culture formation. It is noticed that the future editors' professional culture foresees the presence of the modern thought: independently to analyze the phenomena and processes, see main and special, give up stamps and inertia in reasoning's. Under such circumstances, forming the future editors' professional culture can be described as following: at first, as mastering of the personality's professional knowledge and skills, when they are organically combined with the knowledge of the social and cultural situation and make the editor's world view; secondly, as the capacity of a personality for the creative thought and permanent self-perfection, self-education; thirdly, the presence of such qualities, as intelligentsia, spiritual culture, patriotism, generalism. Forming the future editors' professional culture is a task system which foresees the development of the personal qualities account of all professional tasks and requirements and their realization through forms and methods. Therefore the future editors' professional culture can not be simplified to the system of the special, narrow specified knowledge, abilities and skills. It is a wider concept and has the editor's spiritual potential, intellectual, emotional and practically effective components of his / her consciousness.

Key words: *professional culture, future editor, aspect, principles, self-improvement, formation of professional culture.*

I. Introduction

In the context of globalization processes, in Ukraine there is a rapid development of book publishing. This necessitates in-depth approaches to the study of editorial activity, its components. The professionalism of future editors requires not only knowledge, skills, competences, but also a constant desire for development and improvement, a professional attitude to the favorite occupation. In this context, the process of forming the professional culture of future editors with detached critical thinking, capable of making responsible decisions independently, ready to live in an open civilizational cultural space, becomes especially relevant. A new approach in formation the professional culture of a future editor is required for a high level of professional culture development, which means an "equipment" of a specialist's mindset with professional (special and pedagogical) knowledge, the social significance of the activity, a sense of responsibility for its consequences, the need for cognition of social reality and themselves as professionals.

Ukrainian and international scholars have considered various aspects of the search for effective conditions for the formation of professional culture in the modern philosophy of education (I. Ziaziun, V. Kremen, P. Saukh and others); theoretical provisions of competence education (S. Honcharenko, O. Dubaseniuk, N. Kuzmina and others); ideas of professional culture formation in the European educational space (I. Vasiutenkova, L. Vorotniak, L. Danylova, L. Peretiaha and others); conceptual grounds of professional training of future editors of printed production (N. Vernyhora, N. Zelinska, Yu. Yelisoenko, A. Mamalyha, V. Rizun, M. Tymoshyk and others).

II. Problem setting and research methods

In the current professional literature, there is virtually no works about formation of the future editors' professional culture. The analysis of scientific works has shown that the widening of the range of application of editorial occupations is constantly increasing, as well as the requirements for the qualification level of their carriers, which determines the purpose of the article.

In the scientific search, such research methods as observation and comparison are used at the empirical level to determine the essence of the "professional culture" definition, and to determine the

components of formation of professional culture of future editors; at the experimental-theoretical level analysis and synthesis, induction and deduction, modeling were used for the formation of professional culture of future editors and development of its model.

III. Results

The issue of formation of the professional culture of future editors requires, first of all, the definition of the "professional culture" concept.

According to the definition provided by the culturology vocabulary, professional culture "characterizes the level and quality of professional activity, which depend on the socio-economic status of society and conscientiousness in mastering certain knowledge, skills of a particular profession and their practical use" [1, p. 173].

In the Encyclopedia of Education, edited by V. Kremen, we read that professional culture includes a set of principles, norms, rules, methods that have formed historically, regulate the process, human activity. The basis of professional culture is the knowledge and values developed by a specific socio-professional group and codified in the traditions of its life activities (according to O. Donets, Yu. Mishyn, O. Shabalin) [2, p. 724].

Researcher Yu. Chernova in her "Professional Culture and the Formation of its Components in the Training Process" work proposes to consider professional culture as a system-activity aspect, the manifestation of the system-social quality of a person, its integral characteristic. According to the researcher, a person is always the unity of the "system of culture" and "system of activity". The latter means that, by analyzing the system of activity of the individual, we indirectly reveal the system of individual's culture as well. Given that, any activity generates its own image of culture, so it is a real replacement of the category of activity by the category of professional culture [3, p. 57].

It should be noted that many scholars pay attention to the interrelation of general and professional culture, defining the latter as an integral part of the general culture. For example, Y. Isaiev claims that the professional culture is based on the personality culture. This, according to the scholar, allows to project culture into the sphere of professional activity, the culture of the individual. Therefore, under professional culture, the scholar understands the system of panhuman traits, professional-value orientations and personal qualities, universal ways of cognition of professional activity [4].

Interesting, in our opinion, is the interpretation of the researcher O. Hrybkova, who considers professional culture as a type of life activities, peculiar to the subject of professional practice, which has a complex of innovative ideas, provides a continuous process of historical heredity, professional development of personality, as well as the preservation of cultural heritage during the constant production of creative processes that greatly influence the stability of the sphere of professional life-activities of a person [5, p. 4].

Scholar F. Shcherbak, in the formation of professional culture, focuses on the unity of professional and socio-moral aspects in the manifestation of personality culture. The scholar identifies three factors that sum up a professional culture to expertise, qualification and special knowledge and skills:

- the stable system of organization of activities that ensures quality results of the activity;
- the social and personal importance of professional activity results, which are not limited just to economic indicators;
- holistic manifestation of personality in work [6].

According to many scholars, the professional culture of future editors should be considered in higher education system as a set of structural and functional components that reveal the diversity of relations that exist between them. For example, A. Kapska, characterizing aspects of professional culture, distinguishes value (axiological), technological and personality-creative aspects [7]. Analyzing the content of separated components, we consider it appropriate to have a closer look on their features.

The axiological component of the formation of professional culture is produced by a set of values created by humankind and included in a holistic editorial process. In the training process, future editors master the ideas and concepts, acquire the knowledge and skills that compose the humanistic technology of editorial activity. The process of constant evaluation, reconsideration of human values, the transfer of known ideas to new conditions, the ability in the old, long known to see something new, to evaluate it, the principles of morality, producing humanism of relationships, social and public responsibility, spiritual culture – all of these compose the integrity of a component of specialist's professional culture.

The technological component of professional culture combines the ways and techniques of editorial activity that reveal ways of performing specialized functions. Having a specialist the set of techniques and tools confirms his/her professional culture, among the necessary skills and knowledge an important place belongs to: the ability to work with a team; the ability to organize and implement a particular project; the ability to listen and hear; the ability to think logically and convincingly inform facts; skills of self-improvement; operational activity as an expression of knowledge of ways of activity.

Component analysis of the formation of professional culture of the future editor has allowed to distinguish in its structure three main elements: professional, social and spiritual-moral one, and they, in turn, consist of several components. Thus, professional culture is extremely limited and in fact it is a mastery of specialist disciplines and technologies of work. However, it should be noted that the formation of the professional culture of the future editor can be revealed, first, as the development of pro-

professional knowledge and skills, when they are organically combined with the knowledge of the socio-cultural situation and form the world outlook of the editor; second, as the ability of the individual to creative thinking and constant self-improvement, self-education; third, the presence of such qualities as erudition, patriotism, intelligence. It should be noted that the culture of the editor as an integral indicator consists in the interaction of all the above mentioned components.

Extremely valuable in this context is I. Ziaziun's opinion, who states that the ultimate result of education is the internal state of a person at the level of need to learn new, acquire knowledge, produce material and spiritual values, help neighbors, be a good creator in professional activity. The higher result of education is the spiritual state of the nation, the growth of national consciousness [8, p. 5].

It should be noted that the professional culture of the future editor presupposes the presence of modern thinking: to independently analyze phenomena and processes, to see the main and special, to abandon the stamps and inertia in reasoning. In such circumstances, the formation of the professional culture of future editors may be characterized by the following: *first*, the development by a person the professional knowledge and skills, when they are organically combined with knowledge of the socio-cultural situation and form the world outlook of the editor; *second*, as the ability of the individual to creative thinking and constant self-improvement, self-education; *third*, as the presence of qualities such as intelligence, spiritual culture, patriotism, erudition.

Formation of professional culture of the future editor presupposes:

- fundamental methodological and world outlook training;
- thorough humanitarian training;
- theoretical and practical training in major subjects;
- creative training in the specialty;
- preparation in the field of research work, formation of skills of independent creative activity.

In our opinion, it is appropriate to consider the formation of the professional culture of future editors at different levels of development. *The initial level* can be conditionally characterized as an information one, where the degree of formation of the system of professional knowledge is not yet sufficiently deep; professional abilities are in the formation stage. *The intermediate level* – professional knowledge and skills are well-formed, but the ability to quickly solve production tasks is developed at the level of standards. The higher the level of knowledge and skills, the richer the experience, the more likely that the future editor will achieve positive results. *The higher level* is characterized by a broad professional outlook, a large amount of professional knowledge, interests and skills, and a creative understanding of the production situation as a challenging issue, and the ability to solve it productively, creatively, effectively.

IV. Conclusions

The professional culture of future editors manifests itself in the flexibility, variability, ingenuity, initiative, courage of decisions and behavior in professional interaction. Therefore, mastering the professional culture requires an awareness of the creative nature of editorial activity. The basis for the formation of the professional culture of future editors is their personal qualities and previous culture, and the condition for its purposeful development is the improvement of the process of professional training of future editors in higher education institution.

In order to achieve a positive result in the formation of professional culture of future editors, it is necessary to develop at the state level the concept of formation of professional culture of publishing workers; create a model of their activity on the following principles: historicism; tolerance; ethics; systematicity, which is the correlation of objective and subjective factors; forecasting, which consists in the development and analysis of events, phenomena, processes.

Thus, the formation of the professional culture of the future editor is a systematic process that involves the development of personal qualities and consideration of all professional tasks and requirements, as well as their realization through forms and methods. Therefore, the professional culture of future editors cannot be simplified into a system of specialized, restricted professional knowledge, skills and abilities. This concept is broader and has the full spiritual potential of the personality of the editor, the intellectual, emotional and practical components of his/her consciousness.

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Миколаенко Н. М. Професійна культура майбутніх редакторів: аспекти, принципи, модель формування

Статтю присвячено формуванню професійної культури майбутніх редакторів. Охарактеризовано аспекти професійної культури, зазначено основні функції професійної культури редакторської діяльності.

Запропоновано принципи для розробки моделі формування професійної культури майбутніх редакторів. Розглянуто питання позитивного результату щодо формування професійної культури майбутніх редакторів. Зауважено, що професійна культура майбутнього редактора передбачає наявність сучасного мислення: самостійно аналізувати явища і процеси, бачити головне й особливе, відмовитись від штампів та інерції в міркуваннях. За таких обставин, формування професійної культури майбутніх редакторів може бути охарактеризоване так: по-перше, як освоєння особистістю професійних знань і навичок, коли вони органічно поєднуються зі знаннями соціокультурної ситуації та становлять світогляд редактора; по-друге, як здатність особистості до творчого мислення й постійного самовдосконалення, самоосвіти; по-третє, як наявність таких якостей, як інтелігентність, духовна культура, патріотизм, ерудованість. Формування професійної культури майбутнього редактора – це системний процес, що передбачає розвиток особистісних якостей і врахування всіх фахових завдань і вимог та їх реалізацію через форми й методи. Тому професійну культуру майбутніх редакторів не можна спрощувати до системи спеціальних, вузькопрофесійних знань, умінь і навичок. Це поняття ширше й має весь духовний потенціал особистості редактора, інтелектуальні, емоційні та практично-дійові компоненти його свідомості.

Ключові слова: професійна культура, майбутній редактор, аспект, принципи, самоудосконалення, формування професійної культури.