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WAYS OF ACQUIRING SOFT SKILLS BY HIGHER SCHOOL STUDENTS OF HUMANITARIAN SPECIALITIES

The Ukrainian education system draws many features and directions from European Union, trying to meet the realities, innovations and recommendations of the leading countries. So, a multi-level base of higher education was born. But progress does not stand still on this [1].

The curricula in higher educational institutions are constantly being improved. The latest technologies and teaching methods, equipments are being introduced. New subjects are emerging; the direction of training is changing or expanding (taking into account the scope of application of a certified specialist, industry, science, etc.). They strive to develop specific professional qualities and skills suitable in harsh realities and labor weekdays. Nowadays the education system pays attention to additional criteria and areas of development when teaching students. One of these parties includes the concept of soft skills [2].

The mission of a university is to prepare a specialist for everyday work, giving a student the minimum or necessary knowledge and professional skills. But today the requirements for applicants for a particular position have become more abstract. Employers prefer to see a «universal soldier» in their team, able to go through fire and water, solve any task, work on the principle of «one for five or all». In fact, it is not necessary to conquer several professions in parallel or to be a lifelong learner. Sometimes it is enough to develop additional flexible skills called as «soft kills». They are characterized as ones for building relationships, business ties and communications that expand a person's social circle and capabilities. In fact, they are not directly related to education. This category is closely related to another concept – hard skills, which is a set of specific skills and qualities for solving a narrow (professional) problem.

Actually, soft skills allow students to competently manage communications and professional qualities (hard skills). Therefore, the modern system of professional education not only instills certain knowledge, teaches how to use them directly in certain circumstances, taking into account

specific conditions, opportunities, but also adapts them everywhere through the development of additional «flexible skills». It is important to understand that, having any education, a specialist will have to work in a team: real or virtual (depending on the nature of the work). It is impossible to avoid interaction with society: at least a person will be in contact with the authorities, related departments or specialists, etc. In order to build effective and high-quality relationships that benefit each of the parties, it is necessary to have additional «non-professional» parameters: sociability, the ability to make contact in any situation; politeness; broad outlook, erudition; adaptation and establishment of contacts; organization skills; critical thinking for determining the most effective solution; creative approach. All these components of soft skills only indirectly relate to professional skills and qualities, but without a successful «mixture» of soft skills and hard skills, it will not be possible to achieve a decent result, therefore, the system of professional education is focused on the comprehensive development of specialists.

Admission to a university is a change of habitual environment, «level of complexity» and transition to a new stage of life. Therefore, the first skill here is adaptation. It develops under the influence of various factors [3]:

1) Personal motives of students: acquaintance with group-mates, search for like-minded people, establishing close contact with specific people, acquaintance with teachers, etc.

2) Assistance of teachers: acquaintance at the first lesson, description of requirements, assistance in socialization (resolution of conflicts or tense situations), involvement in research activities individually or in groups, assignment of «team work», etc.

3) Doing homework, solving problems in all disciplines allows students to develop time management skills: planning the day, finding the optimal solution (creative approach), and the ability to work in a team (delegation of authority or involvement of third-party experts, taking into account their competence, etc.).

In the Ukrainian education system soft skills are regarded in such variations as: broadening one's mind (literature for self-study, additional tasks, scientific activity); independence and responsibility in solving tasks, completing projects and assignments; teamwork (combining students into teams, project work); communication with like-minded people, mentoring; self-organization (planning cases (taking into account the schedule of classes, homework, etc.)).

The curriculum is not just based on the study of specific disciplines directly related to philology. It covers a wide range of subjects aimed at expanding horizons, exploring problems from different angles, developing

certain communicative qualities and skills: sociability, interaction, bringing students together to solve a problem (for example, exam preparation – distribution of questions, etc.). In the first and second courses, there are basic and general development subjects that can teach students to work with a large amount of information (highlight the essence, key points, draw conclusions, process data, etc.) [2].

In particular, the completion of the course work allows the student to develop the following qualities: independence and self-discipline, interaction with the tutor, planning of cases and time, collection and information processing, competent explanation of position, adherence to clear regulations and standards.

Studying at an educational establishment develops communication skills and parameters: ability to speak competently and clearly; to argue and defend one's position; to speak in public – in front of group mates at seminars or various scientific conferences; to assess the situation objectively and look for an effective and realistic solution (the use of professional qualities and skills, planning and organizing events, interaction with third parties (consultations with the supervisor, etc.); to plan things and time competently so as not to be distracted by outside activities, to concentrate on a specific goal and principles.

But if desired, a student can continue self-improvement based on own talents and abilities. It is enough for this: to identify an interesting topic or scientific field and develop oneself in this segment (reading, engaging in research activities); to expand the circle of interaction with other people, for example visiting additional sections (creative, scientific, sports); to develop leadership qualities (the ability to convince and lead, to earn a certain reputation and trust from others).

Thus, summarizing the above-mentioned information one should highlight the following 10 top soft skills of higher school students of humanitarian specialities taken into consideration during the training period: communication, motivation, leadership, responsibility, team work, solving problems, decision making, efficiency and stress resistance, flexibility, creativity. The presence of competencies in the field of soft skills greatly facilitates life, allowing a person to establish contacts and connections freely and easily, to find friends and associates, to work in a team. Newly-minted specialists who are able to correctly present their own merits and advantages, show professional competence and suitability through soft skills, easily pass an interview, move up the career ladder, perform any task (regardless of the level of complexity), etc.

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ПЛАГІАТ У ЗМІ ЯК ПОРУШЕННЯ СТАНДАРТІВ ПРОФЕСІЙНОЇ ДІЯЛЬНОСТІ

Розвиток і розповсюдження технологій істотно змінили архітектоніку інформаційного середовища, принципи його існування та діяльності. Зокрема, започатковано якісно новий рівень функціонування засобів масової інформації, який, на наш погляд, характеризується прискореною циркуляцією інформаційних потоків; спрощенням процедур пошуку й доступу до відомостей; поступовим стиранням просторових і часових кордонів; мобільністю; виникненням онлайн-ЗМІ. Разом із цим спостерігаємо також низку несприятливих факторів, зумовлених впливом Вебу. Серед них, згідно з нашими спостереженнями, підвищення конкуренції на ринку; поступова типізація медіа; збільшення одноманітного контенту; збільшення частки неперевіреної та неправдивої інформації; використання текстових, фото, відео, аудіоматеріалів без зазначення автора та посилання на першоджерела.

Відзначимо, що проблема плагіату є особливо актуальною темою сьогодення, яка потребує більш активного обговорення в українському медійному середовищі. Свідоме привласнення результатів чужої праці, яке супроводжується ігноруванням правомірних шляхів отримання й використання відомостей і нехтуванням авторського права, що є прописані в чинному законодавстві (Закони України «Про авторське право та суміжні права», «Про інформацію», «Про медіа», статті цивільного, адміністративного та кримінального кодексів, Кодекс етики