



ISSN 2450-6486

www.ehs-ss.pl

DOI: 10.38014/ehs-ss.2020.3-1.11

YDK 304(075.8)



**Tetiana TERNAVSKA,
Yana RAIEVSKA,
Tetiana MISHENINA,
Nataliia POBEREZHNA**

Pedagogical and socio-psychological conditions of effective carrier guidance of future social specialists

TETIANA TERNAVSKA, YANA RAIEVSKA, TETIANA MISHENINA, POBEREZHNA NATALIYA. **Pedagogical and socio-psychological conditions of effective carrier guidance of future social specialists.** *The article presents theoretical and experimental analysis of pedagogical and socio-psychological conditions for the effective admission process. To create a positive impact on the career guidance of Ukrainian youth, to improve the professional awareness of modern youth and to consult high school students in determining their professional areas, departmental services from education, social protection and employment services decided to work together on the development of career guidance services. Services include the implementation of steps in the direction of: improving the career guidance of students; development and wide dissemination of methodological materials for career guidance and the*

increase of the scope of career guidance for all educational institutions, the creation of career centers in higher education institutions; creation of a monitoring system for the employment of graduates of higher education institutions together with the Pension Fund.

The areas of education reform are theoretically generalized to ensure the conditions for the discovery and development of each person's talent, change and modify programs, choose subjects for children, create and prepare for the introduction of a senior specialized school and reform of vocational education. Effective ways for career guidance of Ukrainian youth and their awareness of their career path should become the main condition for the effective work of these mechanisms.

The conducted research allowed us to obtain information that allowed us to analyze how the prestige of individual professions is formed, and how, using various social and pedagogical conditions, it is possible to promote the effectiveness of career guidance, change public opinion about the prestige of a particular profession, and strengthen or weaken it. It is stated that for the effective guidance of future specialists in the social sphere it is important to have a correct and informative-interesting filling of the site of any institution of higher education. The sections offered by the site of the institution, in the "entrant" tab, in particular, should contain as accurate and motivational theses as possible, which are substantially defined by the pedagogical and socio-psychological conditions of effective career guidance, and are relevant for the future specialist of the social sphere.

Keywords: *social and pedagogical conditions, career guidance, admission process, future students, future professional path.*

Introduction. The admission process is a social phenomenon that is relevant for applicants from June to August of each year. The choice of professions is an important step for each person that determines the need for informed decisions by both the applicant and his family. Someone chooses a profession by their inclinations and preferences, someone chooses the prestige of the profession and its financial component. The large majority of applicants choose an "on-trend" speciality, an educational institution, which friends recommend to them. The choice of the future professional path by each future student in one way or another determines the success and image of the educational institution and the specialities that it can offer.

The problem statement. Where to go, what speciality, to choose? – It's like roulette. Someone is lucky, someone is losing. In several 11th

grades, only a few students know exactly who they want to become in the future. Most children in the grades are less confident. And most of all they are afraid to make the wrong choice. Just someone dined into their heads that studying at the university after school is obligatory. Even if you don't know who do you want to become. And that profession, as a husband or a wife, must be chosen once for life [8].

The results of the admission process are not only the emotions of applicants and their parents. For society, primarily this is an occasion for reflection and discussion, and for the state as a whole – the basis for strategic planning. In any case, the results of the admission require everyone to adopt such lessons.

Since 2016, the process of admission into higher education institutions of Ukraine has been held under the conditions of the so-called wide competition for the fourth time. Thanks to the statistics obtained, it is possible to trace the dynamics of the attractiveness of various higher education institutions among the best applicants, to analyze the most prestigious specialities and educational areas for those wishing to get an education and to identify the trends of “migration” of applicants between the regions of the country. It's difficult to overestimate the importance of such data.

Today, they are not just of scientific value, but can also become a certain basis for adjusting state policy in the field of human capital development.

Analysis of recent studies and publications. During the meeting of the Council on career guidance of the population, on 3 June 2018, a memorandum was signed between the departments: the Ministry of Education and Science, the Ministry of Youth and Sports, the Ministry of Social Policy and the State Employment Service. In the process of public discussion, areas of cooperation between these departments were identified, more conditions were provided for high-quality and comprehensive career guidance for youth and the creation of a monitoring system for the employment of graduates of institutions and vocational education.

In order to create a positive impact on the career guidance of Ukrainian youth, to improve the professional awareness of modern youth and to consult high school students in determining their professional areas, departmental services from education, social protection and employment services decided to work together on the development of career guidance services. Services include the implementation of steps in the direction

of: improving the career guidance of students; development and wide dissemination of methodological materials for career guidance and the increase of the scope of career guidance for all educational institutions, the creation of career centers in higher education institutions; creation of a monitoring system for the employment of graduates of higher education institutions together with the Pension Fund [1].

The main goal of education reform is to ensure the conditions for the discovery and development of each person's talent, change and modify programs, choose subjects for children, create and prepare for the introduction of a senior specialized school and reform of vocational education. Effective ways for career guidance of Ukrainian youth and their awareness of their own career path [2] should become the main condition for the effective work of these mechanisms.

Consider the state of the Ukrainian labor market and the professional choice of applicants in 2019.

According to the State Employment Service, the most in-demand among employers are skilled workers, repairmen, seamstresses, electric and gas welders, road workers, turners and bricklayers [4].

Among service workers, the demand for employers will be the seller, security guard, assistant nurse, maid, waiter, specialists in the social sphere. A teacher, accountant, sales manager, public service specialist, pharmacist and chemist will become popular from the list of professionals with completed higher education. Persons without a profession continue to be in demand (auxiliary worker, cleaner, loader, and packer) [1, p.7].

According to Meta News, the following specialties are the outsiders of the admission process in 2019: mechanical engineering, electrical engineering, transport, architecture and construction, electronics and telecommunications [3].

There is a steady shortage of specialists and professionals from various fields, especially the social field (accountants, economists, pharmacists, teachers, educators and teachers of higher educational institutions). And it would seem that every year thousands of graduates receive a diploma from the above specialties, but the quality of work, professional ambitions, a sense of satisfaction from work for the chosen vocation do not always correspond to reality.

The Cabinet of Ministers of Ukraine included the main list of professions most in demand on the labor market in the list of professions of national importance. Training in these specialties is performing at the expense of the state budget and is a priority for the development of the

Ukrainian economy.

In 2016, the government approved 19 professions, the training of which is performed at the expense of a subvention from the state budget to local budgets, mainly from them: winegrower, beekeeper, dough maker, rig operator, woodworker machine tool operator, turner, milling machine operator, rut foreman and the like. In February 2018, 6 more professions were added to them: a driver of road-building machines, a welder, an installer of building insulation systems, a fitter from mechanical assembly works, a toolmaker, and a repairman [5].

The article's goal. The purpose of this research is to determine the prestige of professions among applicants and the theoretical justification of the of pedagogical and socio-psychological conditions for the effective career guidance of future students of higher educational institutions when interacting with different agencies.

Statement of the main research material. Career guidance is a system of measures aimed at identifying personal characteristics, interests and abilities of each person to assist her in the conscious choice of a profession that is most appropriate for his capabilities [1, p. 5].

A diverse approach to the question of professional orientation in different ways: According to the definition of scientists (Prof. E. Zeer, N. Sadovnikova, A. Pavlova), professional orientation - the price of science-based distribution of people in different types of needs in the community and the needs of the society needs for the needs of the community. 6].

Scientist B. Fedoryshyn notes that professional orientation – the price practical system of training personality for conscious professional self-determination. According to Moiseyuk N. professional orientation is a reasonable system of assistance (socio-economic, psychological-pedagogical, medical-biological, industrial-technical) to students in the choice of profession according to inclinations, abilities and labor market [7].

According to Chistyakova S. professional orientation is an interdisciplinary knowledge, which is a multifunctional process that includes functions of various aspects: social, economic, psychological-pedagogical, medical-physiological. These approaches characterize career guidance from different angles through the lens of social, medical, and psychological factors, but they are all interrelated and inseparable. Different definitions of vocational guidance also change the approaches to the characterization of its structure and content, to its methods, and hence to the system of its practical implementation and implementation of its measures [7].

Vocational guidance as a field of knowledge in content and methods is psychological and pedagogical, in the field of activity – social, and its results are reflected in both economic and cultural and educational life. Particularly urgent is its need for the current conditions of social and economic differentiation of society.

According to the recommendations of the development and testing center “Humanitarian technologies”, the right choice of profession is one of the components of the success of a modern person. The situation on the labor market and in the economy of Ukraine is changing dynamically. According to the representatives of the center, for personal realization and achievement of the desired heights in labor activity, it is necessary to pay due attention to career guidance in advance. Thanks to four approaches to career guidance for schoolchildren and adults (informational, diagnostic and counselling, developing, activating), the effectiveness of career guidance is significantly increased [11].

Career guidance is based on a combination of knowledge about the profession and the individual-psychological characteristics of the person.

The psychological principles of career guidance include the principles of psychological study of the profession, psychological requirements for the organization and implementation of career guidance. The psychological study of the profession implies adherence to the principles of complexity (production characteristics of the profession and its specialities: economic importance, sociological, socio-psychological, pedagogical, sanitary-hygienic characteristics and psychogram), purposefulness (professional consultation, professional selection and selection), reliability emotional stability and stability of personality), differentiation (specificity of different specialities that are part of the profession), typing (unification of specialities pr Fez groups by similarity requirements for professional psychological structure of personality), prospects and reality (trends and changes in the structure of the psychological profession). The optimal organization and successful realization of vocational guidance is conditioned by the realization of psychological requirements, in particular: awareness of professional self-determination of personality, activity and innovation of personality, development of subjects of vocational orientation.

The main task of studying different types of professional activity for the purpose of vocational guidance is to provide the specialists of the employment center with socio-economic, technological, sanitary and hygienic characteristics of different professions, to determine the requirements they make to the person's psychological and psychological characteristics.

According to research of the emotional aspects of the effectiveness of career guidance, E. Vignoli argues that the motivation for the exchange of professional skills depends on the degree of negative and positive emotions of the respondents. The intensity of negative emotions and perceptions of intimacy are positively related to the frequency and depth of the exchange of professional knowledge and the formation of positive motivation regarding a future profession; the intensity of positive emotions and intrapersonal and interpersonal preferences is characterized only with the depth of exchange of professional opinions between applicants of one social group. [11].

In their researches, A. Lyuminet, P. Bouts, F. Deli discuss the relationship between the quality of relations between future colleagues, emotions, social exchange, management of professional transitions and career development [12].

Effective career guidance is aimed at improving, modifying the system of measures to identify psychological characteristics in order to successfully a profession and high-quality personal fulfilment in the future as a professional and specialist in a particular field. Among the main functions of effective career guidance, the following can be distinguished: social, economic, psychological and pedagogical, medical and physiological [1, p. 5].

Effective career guidance directly depends on the prestige of any profession. The main goal of effective career guidance is to identify individual and special personal psychological characteristics that would contribute to the maximum self-realization of a person in any profession chosen by him.

The main factor influencing the formation of the prestige of the profession is its level of pay. When choosing a speciality, the total mass of people is guided by the principle of material security, which this speciality will bring. Basically, only those who do not have the opportunity to pay for education or otherwise get to the faculties of prestigious specialities choose a different path. Besides, the level of income determines the social status of a person in society, the attributes of a high status (expensive car, gold jewellery, cottage, etc.) allow you to distinguish a person from others, attribute it to a certain segment of the population [8].

As a rule, the level of income allows you to use the services of prestigious companies, contributes to a high standard of living. In our difficult economic conditions, a large part of the population can only dream of such a life, but everyone seeks it. Very often, significant funds

are raised in the family just to give a prestigious education to children, and thus ensure their future. Consequently, the level of income that a profession brings directly affects its popularity and prestige.

Taking advantage of the significant demand for prestigious specialties, most higher education institutions are simply trying to extract material benefits from this. According to the laws of market relations, there is demand for the specialties of manager, marketer, lawyer and the like.

An increase in the general living standard of the population, regardless of profession, will lead to a decrease in demand for the speciality studies indicated in the main presentation. As already noted, the main factor in the formation of the prestige of certain specialties is the level of income and the search by our population for ways to improve their living conditions. If we imagine that the economic problems have passed and the general level of material security has increased, welfare has improved, and then we can develop the theory that most people would be satisfied with professions of a different nature [5].

Many people believe that it is not necessary to get an education from the top of the rating table if you can satisfy your needs and ensure a normal existence, working as a locksmith, a fitter, and the like. That is, for the interest of youth in obtaining professional knowledge of a less prestigious nature, it is necessary to ensure the level of wages of these professions at a level sufficient for a normal life. In such conditions, the level of distinction between specialties will be significantly reduced, and their division into prestigious and less prestigious.

We single out the main **objectives of the research**:

- determine which professions are most respected and in-demand;
- determine what factors impact the ranking of professions.
- establish how the popularity of certain professions is changing,
- theoretically substantiate the pedagogical and socio-psychological conditions for the effective career guidance of future students of higher educational institutions.

Methods. Among the **research methods** used the following:

- Analysis of scientific literature, theoretical research methods based on the analysis of scientific and methodological literature on the problems of the formation of effective career guidance for future students of higher educational institutions;
- Empirical research methods based on a questionnaire survey of applicants, their parents, using statistical data analysis. Fisher's

test was used to maximize the reliability of the results obtained and to ensure the purity of the experiment.

Analysis of the results of the research. In order to determine which particular professions are most respected and in demand, we analyzed the attitude of future students of higher educational institutions to modern professions. The basis was a questionnaire containing three questions: what do you think is the most popular speciality for today? Which in your opinion is the most profitable profession today? What profession do you plan to obtain?

The object of the research was the 2019 applicants of the Kropyvnytskyi regional center and Kamianets-Podilskyi, aged 16 to 18, and the number of 128 respondents (68 (53.1%) male and 60 (46.9%) female). The research was conducted in July 2019.

When answering the question "What do you think is the most popular speciality for today?" The vast majority of respondents preferred the legal direction (lawyers, counsels, judges, prosecutors, police, etc.). 80% of respondents preferred the field Law (41% of girls, 59% of boys).

The same tendency was observed when answering the second question "What do you think is the most profitable profession today?" 45% of those who chose the legal direction want to make huge profits from working as a counsel.

In second place in the prestige rating of professions, applicants identified the profession of a programmer (6% of respondents (of which 100% are boys). The most popular among them was the speciality "Cybersecurity." This can be explained by the main modern global tendency, the computerization of all areas of activity, the introduction of powerful Internet technologies and digitization of the information base. Also, the vast majority of respondents (75.4%) noted the most profitable profession as an IT specialist. To the additional question "Why aren't you planning to choose such a profession?" there were the following frequent answers: "You have to be very smart .." (34.2%), "I did not pass /did not score high math scores during an external independent evaluation" (79.2%), "The largest competition for this specialty.. " (13.2%), etc.

With 20% of the professions that the respondents named, the third place in the ranking of professions was the knowledge field "Economics". Moreover, the speciality "Economics of Entrepreneurship" was 4.7% (among them 90% of young men). And to the question "What do you think is the most sought-after profession?" supporters of the economic direction corresponded to those in the banking sector.

Also, respondents preferred professions in the field of politics (1.6%), medicine (2.3%), and education (3% (of which 100% were girls).

Among the outsiders of the professions, according to the analysis of the questionnaire, there were: military (0.78%), pilot of air transport (0.56% among them (100% of youth), psychologist (1.2%), social worker (0.8%), a teacher of a certain profile (1.0%). Such specialties as engineer, mechanic, locksmith together accounted for 1.06%.

Based on the results of the analysis of the questionnaire results, preliminary conclusions can be drawn:

1. The choice of the desired specialty is affected by the expected salary for the profession, the social status of the person working in the chosen profession, the material well-being of the applicant, his desire to participate in the processes, natural inclinations, conditions of personality formation, and the like.

2. Today, there is a drop in the popularity of the professions of a military test pilot, but the popularity of the profession of a lawyer, judge, prosecutor and the like increases accordingly.

3. The vast majority of applicants do not distinguish between the value of the most in-demand and most paid professions.

4. At the time of the questionnaire (and this is the very peak of the admission process), only 53% of the respondents know which university they will go to and what profession they will receive.

5. The choice of the profession of many respondents is directly dependent on the presence of a higher education institution that offers the respondent the profession, with the place of residence, or the least distance from it.

The study of respondents' choice of profession shows that significant role in this is played by the advice of others (25% of potential entrants choose the profession under the influence of a friend who seems more independent, 17% - on the advice of parents, 9% - under the influence of the media); another 9% are driven by insignificant factors such as the university's proximity to home, and only 40% of adolescents choose a profession based on the content of the activity. However, it is important to emphasize that professional intentions are more sustainable, and mastery of the activity is faster and more effective if the main reason for choosing a profession is orientation to the content of future activity.

The choice of diagnostic tools is because they reflect the objectives of our study, have high diagnostic ability, standardization, and also the possibility of their application in the group. Fisher's test was used to

maximize the reliability of the results obtained and to ensure the purity of the experiment. We correlated the obtained $\varphi * EMP$ with the level of statistical significance accepted in scientific studies. The critical value of $\varphi *$ is in the range from 1.64 ($p \leq 0.05$) to 2.31 ($p \leq 0.01$) according to the table "The levels of statistical significance of different values of the Fisher Fisher criterion".

Realities show that to secure your future, you need to receive specialties of the most popular directions. Professional specialties such as manager, lawyer and economist are in great demand among young people today. Somewhat lower demand among future students are the specialties of a teacher, psychologist, engineer, mechanic, locksmith, medical worker etc; but it is the above-mentioned specialties of personnel training, in which vocational education is acquired, that make up the main positions in professions of national importance.

Among the majority of the population, it is believed that the so-called "prestigious" professions are, as a rule, purely intellectual in nature, but at the same time they automatically provide a high level of income, provide a certain social status and achieve prosperity. That is why today in higher educational institutions there are significant enrollments at the faculties (institutes) of international relations, management, law, which are impossible, which significantly exceeds the enrollments at the faculties (institutes) of applied specialties.

The problem in this matter is, firstly, that not everyone who graduated from the corresponding faculties (institutes) will be able to be a good diplomat, lawyer, and the like. Very often, such people get jobs only through "connections". As a result of such a selection, when a talented specialist does not receive an appropriate job, but makes his way less capable of such work, but the institution, industry, and the state suffer from "profitable connections". The fact is that this tendency is significant enough not to say mass character, and this slows down the development of Ukraine.

Secondly, if the flow to the faculties (institutes) of prestigious intellectual professions continues, then soon the labor market will be even more oversaturated with such specialists. It is clear that if the number of managers, logisticians, marketers and specialists in the field of advertising already exceeds the demand for them in the labor market today, which has caused the employment problem for graduates of higher educational institutions.

Those who have certain advantages, such as work experience, additional knowledge of a computer, foreign languages, in-depth

knowledge of a certain field for which a specialist is needed, will be in an advantageous position, a second specialty and the like. Considering all the above factors, we note that in this situation, a second "professional boom" is possible in a few years or earlier, when a mass retraining of specialists with higher education will begin, now in the specialty of applied purpose.

The obtained experimental data make it possible to note that the effectiveness of career guidance depends on the successful implementation of its functions and directions of support; constitutes the main platform for the justification of pedagogical and socio-psychological conditions and their further practical implementation. With the results of the research, we give a theoretical justification of the basic social and pedagogical conditions for the effective career guidance of future students of higher educational institutions.

1. High-quality work of the career guidance department and the social pedagogical department of a higher educational institution (effective advertising of higher educational institution). The fulfillment of the social function of career guidance - the assimilation of a certain system of knowledge, norms, values, makes it possible to perform social and professional activities of a person.

2. The use of profesiograms and psychograms of professions in the process of guidance of student youth on various activities will ensure the integrity, systematic and consistent implementation of appropriate forms, methods and measures of professional information, professional counseling and professional selection.

3. "Telegraph" among students, personal recommendation, and personal experience of training a graduate in this higher educational institution.

4. The stable composition of the main professional scientific and pedagogical staff of graduating departments; painstaking long work on the image of each specialty; high-quality composition of practitioners from specific professions, a variety of prestigious practice bases.

At the same time, with a high level scientific and pedagogical staff, in accordance with the economic function of career guidance, the qualitative composition of employees is improving; professional activity, qualifications and labor productivity are increasing.

5. The ability of a higher education institution to provide employment for graduates; cooperation with employers; the desire and confidence of employers to hire graduate students of a particular department, faculty, institute, higher educational institution.

6. An open learning mechanism, transparency and the absence of corruption.

7. Creation of "Career centers" on the basis of a higher educational institution that would provide advice on further professional activities and professional careers. With the help of such centers, in accordance with the psychological and pedagogical function of career guidance, the identification, formation and accounting of the individual characteristics of everyone who chooses a profession occurs.

According to the medical and physiological function, during the work of the "Career center", health requirements and individual physiological qualities necessary for the performance of a particular professional activity are taken into account.

8. Cooperation of higher educational institution with the Pension fund and the State employment center, monitoring the system of employment and vacancies, polishing the success of further career growth and social realization of graduates.

Practice shows that in career guidance computer can act as the main and auxiliary source of information (illustration and demonstration of information on professions), as an effective means of controlling the absorption of information by entrants. For effective guidance today it is important to have a correct and informative and interesting filling of the site of any institution of higher education. The sections offered by the site of the institution, in the "entrant" tab, in particular, should contain as accurate and motivational theses as possible, which are substantially defined by the pedagogical and socio-psychological conditions of effective career guidance, and are relevant for the future specialist of the social sphere.

The modern form and tool of professional orientation is the software and hardware complex "Motivation Terminal", that is, a vocational guidance internet portal located in schools, which is accessed through special electronic devices (touch screens).

Vocational guidance in social networks provides the formation of value orientations, motivation of self-discovery, the installation of their own activity in professional self-determination and mastery of professional activity. The following forms are used for vocational counseling of young people in social networks: collective discussion of a problematic issue through interactive means of communication; group and individual online consultations and conversations; on-line games and trainings; Web conferences, seminars and debates. Effective methods of vocational

guidance for young people through the Internet are: on-line observation; document analysis; Internet questionnaire; Internet testing; interview interviews through interactive communication systems; compilation of individual characteristics by the professional consultant; informing the visitors of the portal of professional counseling of young people with the information placed on it [13, p. 14]. The use of ICT in career guidance offers many opportunities. Communication on social networks allows to establish a close connection between the professional consultant - students and parents, promotes the full development of the personality of each student, leads the graduate on the right path of life, makes thinking about the future. The success and effectiveness of professional counseling in social networks is determined by the creativity of the professional consultant and the person who needs help in choosing a profession.

The main directions of graduate support are: professional education, based on the popularization of knowledge about socio-psychological and other aspects of the chosen profession; professional counseling, performing reference and information, diagnostic function and forms the goal.

The realities of our time, when the country does not manage to find a way out of the crisis, when economic troubles give rise to decline in cultural, educational and other fields of life, when a significant part of the population is in a very difficult situation, require young people and adults to turn their eyes to prestigious and highly paid professions. The time has already passed when most children wanted to become doctors or teachers.

Conclusions And Prospects For Further Research Funding. The conducted research allowed us to obtain information that allowed us to analyze how the prestige of individual professions is formed, and how, using various socio-pedagogical conditions, it is possible to promote the effectiveness of career guidance, change public opinion about the prestige of a particular profession, and strengthen or weaken it.

The basic social and pedagogical conditions for the effective career guidance of future students of higher educational institutions that are of practical importance for avoiding the problems associated with the modern influx of energetic, multi-perspective youth at the faculties of prestigious intellectual professions (specialties) are formed and theoretically justified, while there is a need for applied personnel specialties.

For the effective guidance of future specialists in the social sphere it is important to have a correct and informative-interesting filling of the site of any institution of higher education. The sections offered by the

site of the institution, in the “entrant” tab, in particular, should contain as accurate and motivational theses as possible, which are substantially defined by the pedagogical and socio-psychological conditions of effective career guidance, and are relevant for the future specialist of the social sphere.

These recommendations can be used by state institutions and authorities, through legislative regulation they can stabilize the situation, respond accordingly to the problem and take into account the consequences that may result from oversaturation in the labor market with cadres with education in unclaimed professions.

References:

1. More opportunities for a future career. *Sotsialnyi pedahoh*. №7(151). July. 2019. P.4-9. (in Ukrainian)
2. Ministry of Education of Science: Signed interagency memorandum on youth orientation. *MES News* of June 03, 2019. [Online]. Available: <https://www/kmu.gov.ua/ua/news/mon-pidpusano-mizhvidomchij-memorandum-z-proforiyentaciyi-molodi/>. (in Ukrainian)
3. The results of the inaugural campaign - 2019: whether the demand of employers will be satisfied. [Online]. Available: [http://news.meta.ua/cluster:66325763-Rezultati-vstupnoji-kampaniji-2019-chi-bude-zadovoleno-popit-robotodavtsiv/\(data звернення 09.08.2019\)](http://news.meta.ua/cluster:66325763-Rezultati-vstupnoji-kampaniji-2019-chi-bude-zadovoleno-popit-robotodavtsiv/(data%20zvernennja%2009.08.2019)). (in Ukrainian)
4. Employment of citizens by business entities providing employment mediation services, including by profession, in 2018. *Analitichna ta statystychna informatsiia*. [Online]. Available: <http://profi.dcz.gov.ua/analytics/67>. (in Ukrainian)
5. Law of Ukraine on the list of professions of national importance. [Online]. Available: <http://zakon.rada.gov.ua/laws/show/818-2016%D0%BF#n8>. (in Ukrainian)
6. Zeier Z.F., Pavlova A.M., Sadovnykova N.O. (2004). *Proforientology: theory and practice*. Moskva-Ekaterynburh. (in Russian)
7. Moiseiuk N.Ie. *Pedagogy*. (2001). Educ. manual. 3rd type. Kyiv. (in Ukrainian)
8. Spivakovskiy O. What is the introduction company of 2018 teaching us? *Holos Ukrainy* vid 18.09.2018. [Online]. Available: <http://www.golos.com.ua/article/307624>. (in Ukrainian)
9. Humanitarian Technologies Testing and Development Center from 02/01/2020. [Online]. Available: <https://proforientator.com.ua/ua/>. (in Ukrainian)
10. Iarmola Nataliia. Only 42% of Ukrainians work in the specialty received as of 03.06.2018. [Online]. Available: <https://tsn.ua/ukrayina/proforiyentaciya-po-spravzhnomu-yak-dopomogti-shkolyaru-obrati-pravilnu-profesiyu-1165569.html>. (in Ukrainian)

11. Emmanuelle Vignoli. (2019). The emotions aroused by a vocational transition in adolescents: why, when and how are they socially shared with significant others? *International Journal for Educational and Vocational Guidance*. pp 1–23. 2019. Available: <https://link.springer.com/article/10.1007/s10775-019-09417-z>. (in English)
12. Luminet, O., Bouts, P., Delie, F., Manstead, A. S., & Rimé, B. (2000). Social sharing of emotion following exposure to a negatively valenced situation. *Cognition and Emotion*, 14, 661–688. 2000. Available: <https://doi.org/10.1080/02699930050117666>. CrossRef Google Scholar. (in English)
13. Osadchyi V.V. (2005). Pedagogical means of professional counseling of young people by means of the Internet. Abstract of the Ph. D. Dissertation. Vinnytsia State Pedagogical University. M. Kotsyubinsky. 2005. 20 p. (in Ukrainian)

Authors

Tetyana Ternavska
*Candidate of Pedagogical Sciences,
 Associate Professor of Department
 of General training and Social Work
 at Private Higher Educational Institution
 «Kropyvnytskyi Institute of State
 and Municipal Governance»,
 Kropyvnytskyi, Ukraine
 E-mail: ternavskaya_20@ukr.net
 ORCID ID: 0000-0002-9464-3175*

Yana Raievska
*Associate Professor, Department of Social Pedagogy
 and Social Work of Kamianets-Podilsky National
 University named after Ivan Ogienko, Candidate of
 Psychological Sciences,
 Kamianets-Podilskyi, Ukraine
 Doctoral student at GS Psychology Institute
 Kostyuk NAPN of Ukraine,
 Kyiv, Ukraine
 E-mail: raewskaya@ukr.net
 ORCID ID: 0000-0003-3802-2304*

Tetiana Mishenina
Doctor of Pedagogic Sciences, Professor,

*Professor at the Department of Ukrainian language
Kryvyi Rih State Pedagogical University,
Kryvyi Rih, UKRAINE
ORCID ID: 0000-0002-5992-4035
E-mail: t.mishenina@gmail.com*

*Nataliia Poberezhna
Candidate of Pedagogic Sciences, Associate Professor,
Associate Professor of the Department of Ukrainian and
Foreign Languages at Dnipropetrovsk State University
of Internal Affairs,
Dnipro, UKRAINE
ORCID ID: 0000-0001-6011-5166
E-mail: nataliapoberezhna@ukr.net*

Abstracts

ТЕТЯНА ТЕРНАВСЬКА, ЯНА РАЄВСЬКА, ТЕТЯНА МІШЕНІНА, НАТАЛІЯ ПОБЕРЕЖНА. **Педагогічні та соціально-психологічні умови ефективної профорієнтації майбутніх фахівців соціальної сфери.** У статті наведено теоретичний та експериментальний аналіз профорієнтаційних педагогічних та соціально-психологічних аспектів ефективної вступної кампанії. Для створення позитивного впливу на ситуацію з профорієнтації української молоді, для поліпшення професійної обізнаності сучасної молоді та консультації старшокласників у визначенні своїх професійних спрямувань відомчі служби від освіти, соціального захисту та служби зайнятості вирішили вести спільну роботу над розвитком профорієнтаційних послуг. Послуги передбачають здійснення кроків в напрямку: поліпшення роботи з профорієнтації школярів; розроблення та широке поширення методичних матеріалів профорієнтаційного спрямування та збільшення обсягів профорієнтаційної роботи для всіх закладів освіти, створення центрів кар'єри у вищих навчальних закладах; створення системи моніторингу працевлаштування випускників вищих навчальних закладів разом із Пенсійним фондом. Теоретично узагальнено напрямки реформи освіти для забезпечення умов для відкриття і розвитку таланту кожної людини, зміна та модифікація програм, вибору предметів для дітей, створення та підготовки до запровадження старшої профільної школи та реформи

професійної освіти. Головною умовою ефективної роботи цих механізмів мають стати дієві способи для профорієнтації української молоді та її усвідомлення власного кар'єрного шляху. Проведене дослідження дозволило отримати інформацію, яка транслює як саме формується престиж окремих професій, і як за допомогою різноманітних соціально-педагогічних умов можливо сприяти ефективності профорієнтації, змінювати громадську думку про престиж тої чи іншої професії, посилювати або послаблювати її. Зазначено, що для ефективної профорієнтації майбутніх фахівців соціальної сфери актуальним є коректне та інформаційно-цікаве наповнення сайту будь-якого закладу вищої освіти. Запропоновані сайтом закладу розділи, у вкладці «абітурієнту» зокрема, мають містити якомога влучніші та мотиваційні тези, які змістовно визначено педагогічними та соціально-психологічними умовами ефективної профорієнтації, і є актуальними для майбутнього фахівця соціальної сфери.

Ключові слова: педагогічні та соціально-психологічні умови, професійна орієнтація, вступна кампанія, майбутні студенти, майбутня професія.

ТАТЬЯНА АНАТОЛЬЕВНА ТЕРНАВСКАЯ, ЯНА НИКОЛАЕВНА РАЕВСКАЯ, ТАТЬЯНА МИХАЙЛОВНА МИШЕНИНА, НАТАЛИЯ АЛЕКСАНДРОВНА ПОБЕРЕЖНАЯ. **Педагогические и социально-психологические условия эффективной профориентации будущих специалистов социальной сферы.**

В статье приведен теоретический и экспериментальный анализ профориентационных педагогических и социально-психологических аспектов эффективной вступительной кампании. Для создания положительного влияния на ситуацию по профориентации украинской молодежи, для улучшения профессиональной осведомленности современной молодежи и консультации старшеклассников в определении своих профессиональных направлений ведомственные службы, как представители образования, социальной защиты и службы занятости решили вести совместную работу над развитием профориентационных услуг. Услуги предусматривают осуществление шагов в направлении: улучшение работы по профориентации школьников; разработку и широкое распространение методических материалов профориентационного направления и увеличение объемов профориентационной работы для всех учебных заведений, создание центров карьеры в высших учебных заведениях; создание системы мониторинга трудоустройства выпускников высших учебных заведений

вместе с Пенсионным фондом. Теоретически обобщенно направления реформы образования для обеспечения условий для открытия и развития таланта каждого человека, изменение и модификация программ, выбора предметов для детей, создания и подготовки к внедрению старшей профильной школы и реформы профессионального образования. Главным условием эффективной работы этих механизмов должны стать действенные способы для профориентации украинской молодежи и ее осознание собственного карьерного пути. Проведенное исследование позволило получить информацию, которая транслирует как формируется престиж отдельных профессий, и как с помощью различных педагогических и социально-психологических условий возможно способствовать эффективности профориентации, менять общественное мнение о престиже той или иной профессии, усиливать или ослаблять ее. Отмечено, что для эффективной профориентации будущих специалистов социальной сферы актуально корректное и информационно-интересное наполнение сайта любого учреждения высшего образования. Предложенные сайтом заведения разделы, во вкладке «абитуриенту» в частности, должны содержать как можно больше актуальных и мотивационных тезисов, которые содержательно определены педагогическими и социально-психологическими условиями эффективной профориентации для будущего специалиста социальной сферы.

Ключевые слова: педагогические и социально-психологические условия, профессиональная ориентация, вступительная кампания, будущие студенты, будущая профессия.

TETIANA TERNAWSKA, JANA RAJEWSKA, TETIANA MISZENINA, NATALIA POBEREŻNA. **Warunki pedagogiczne i społeczno-psychologiczne dla skutecznego poradnictwa zawodowego przyszłych specjalistów w sferze społecznej.** W artykule przedstawiono teoretyczną i eksperymentalną analizę pedagogicznych i społeczno-psychologicznych aspektów dotyczących skutecznej kampanii rekrutacyjnej. Aby pozytywnie wpłynąć na sytuację poradnictwa zawodowego ukraińskiej młodzieży, podnieść świadomość zawodową współczesnej młodzieży i doradzać uczniom szkół średnich w określeniu ich kierunków zawodowych, publiczne służby oświaty, ochrony socjalnej i zatrudnienia zdecydowały o współpracy w zakresie rozwoju usług poradnictwa zawodowego. Usługi obejmują kroki w kierunku: usprawnienia pracy poradnictwa zawodowego dla uczniów; opracowanie i szerokie rozpowszechnienie materiałów metodycznych dotyczących

poradnictwa zawodowego i zwiększenie objętości prac dla wszystkich placówek edukacyjnych, tworzenie centrów kariery w szkołach wyższych; stworzenie systemu monitorowania zatrudnienia absolwentów szkół wyższych wraz z Funduszem emerytalnym. Teoretycznie uogólniono kierunki reformy edukacji, aby zapewnić warunki dla odkrywania i rozwoju talentu każdej osoby, zmiany i modyfikacji programów, wyboru przedmiotów dla dzieci, tworzenia i przygotowania do wprowadzenia starszej szkoły profilowanej i reformy kształcenia zawodowego. Głównym warunkiem skutecznej pracy tych mechanizmów powinny być skuteczne sposoby doradztwa zawodowego ukraińskiej młodzieży i jej świadomość własnej ścieżki kariery. Przeprowadzone badanie pozwoliło uzyskać informacje, które tłumaczą, w jaki sposób kształtuje się prestiż poszczególnych zawodów i jak przy pomocy różnych warunków społeczno-pedagogicznych można promować poradnictwo zawodowe, zmieniać opinię publiczną na temat prestiżu zawodu, wzmacniać go lub osłabiać. Należy zauważyć, że dla skutecznego poradnictwa zawodowego przyszłych specjalistów w sferze społecznej istotna jest poprawna i informacyjna zawartość strony internetowej każdej instytucji szkolnictwa wyższego. Oferowane przez stronę internetową placówki sekcje, w szczególności zakładka „kandydat na studia”, powinny zawierać najbardziej dokładne i motywujące tezy, które są w znaczący sposób określone przez pedagogiczne i społeczno-psychologiczne warunki skutecznego poradnictwa zawodowego i są istotne dla przyszłych pracowników socjalnych.

Słowa kluczowe: warunki pedagogiczne i społeczno-psychologiczne, orientacja zawodowa, kampania rekrutacyjna, przyszli studenci, przyszły zawód.