
Design of Professional Career by Future Experts in the Sphere of Art and Culture

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Abstract

The problem of planning of professional life is discussed by experts in the field of art and culture, experience of application of active forms of education with use of presentation during psychology and pedagogical lessons is described in the article, aspects of efficiency of their realization in training of students of higher education institution are considered, possibilities of application of modern means of presentation in the course of professional formation of future specialist producer are revealed. Problems of design of a professional way of a personality in the context of modern social and economic conditions are complicated by unstable conditions, characterized by social, economic and political changes, prompt transformations in the sphere of values and purposes of personality that predetermines essentially new requirements to psychological structure of the personality which would provide the most effective self-realization and success in professional activity.

That means that actual tendencies of process of vocational training of future experts in the sphere of art are ways of application of means of modern technologies in the course of training.

We believe that use of active forms of education with use of presentation, and also analysis of perceived phenomena by students will form readiness of future experts of the sphere of art and culture for design of own professional future.

Key Words: *modern professional education, professional self-determination, sphere of culture and art, information technologies of training.*

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It is possible to say now that the perfect future for many young people is connected with success in professional activity. Achievements in work, effective career in modern society create conditions for increase of level and life quality, change of social status and position of personality. However it is impossible to call sphere of activity, certain work, position, place on career ladder. It has deeper contents. According to O. A. Dolgorukova, career is a conscious relation of a person to own movement on skill steps in the chosen field of activity which is expressed in judgments of the person about the past and the future, an assessment of the potential opportunities, moral bases and estimates of achievements, real behavior of the person (Dolgorukova O. A., 2006).

Meaningfulness of life - existence of purposes and prospects in life, frontage into the future should be named among qualities which the young man needs to possess and which would allow him to build vital and professional way successfully. "The life purpose" is a basis in creation of career. This basic component defines activity of personality, it is a basis for decision-making, gives the chance to carry out a choice among the offered alternatives. B. F. Lomov emphasized that the vital purpose of the personality should be distinguished from specific goals: "... the purpose of any separate activity opens only one part of orientation of personality which is shown in this activity. The vital purpose acts as the general integrator of all private purposes connected with separate activities" (Lomov B. F., 1984).

Purpose of life can take various forms during different periods of life. However the period of choice of profession, a field of activity chronologically coincides with youth. Formations of a new level of development of consciousness, development of own look, definition of a position, characteristic for this period of life, intensify processes of personal self-determination and self-knowledge, picturing oneself in profession. In this regard it is obvious that life purpose always takes the form of an image of future profession, an image of future professional life for the younger generation.

The modern unstable conditions characterized by social, economic and political changes, prompt transformations in the sphere of values and purposes of personality predetermine essentially new requirements to psychological structure of the personality which would provide it the most effective self-realization and success in professional activity. Now it is possible to say that the ideal future for the younger generation is represented as the "successful employee" possessing high potential of knowledge, abilities, competences which are some kind of "capital". Meaningfulness of life - existence of the purposes and prospect in life are among qualities which the young man needs to possess and which would allow him to successfully adapt for a certain system of social norms and values recognized in society, therefore the important characteristic is a frontage into the future. In this regard questions of effective creation of career by the personality become actual; career is understood as an important part of life of a person which is projected by the individual in the course of the social relations and various parties of activity of the personality.

Numerous researches in the field of creation of career by a personality are caused by modern conditions of labor market. Development of market economy makes orientation to success that is considerably based on need of improvement of material welfare, needs for self-affirmation, public recognition, economic independence dominating tendency in the professional sphere. Individual formation and development of career becomes an indicator of self-sufficient, harmonious personality. The modern science offers a set of ways of successful creation of career, but it is very important to know about need of choice according to own personality. It is necessary to remember — professionalism, ability to make professional and effective decisions in time, becomes the main condition of competitiveness in labor market. Career was quite recently understood as vertical advance in structure of organization, but now career development means mastering new knowledge, skills and abilities supplementing and developing person. It is important to note that training is not a temporary phenomenon, but continuous process of self-improvement and the main factor in successful creation of career. Effectively built professional career in conditions of social and economic transformations creates conditions for improvement of quality of life, change of social status of personality. However it should be noted that career is characterized not only by title and money, but also by certain intellectual, spiritual value of personality. And it is important to solve problems during creation of career according to own belief, motives, outlook, but not to fight yourself, achieving the objectives.

Education remains the leading factor of social progress as it influences characteristics of population, creates material, moral and cultural basis of society, forms intellectual elite of the country and reproduces personnel potential of a national economy. The role and value of innovative education are defined, first of all, by its functions realized for the purpose of progressive development of humanity [1, page 22]. The professional education aimed at development of social and personal, general scientific, wide professional competences of the chosen professional branch allows to carry out design activity as well.

Modern information society sets a task for higher education to educate specialists, capable to self-development and continuous education, free activity in profession, able to work in team, able to build effective communications. Use of various innovative pedagogical technologies, their integration with information technologies has a great value for formation of the key competences based on the values, knowledge and abilities necessary for the person in the XX century [8].

Problems of professional competence of future experts in the sphere of art in the context of modern social conditions, in situation of dynamic development of technologies gained relevance in many branches of knowledge today. It is important to consider possibilities of application of information technologies in educational process of higher education institution promoting professional formation of future expert. Need of application of information technologies for education is now a reality of modern society and is defined by a number of factors. First, introduction of information technologies in education essentially accelerates transfer of knowledge and saved-up technological and social experience. Secondly, modern information technologies, increasing quality of training and education, allow person

come to terms with environment and social changes more successfully and quicker[5].

Higher education in Russia today undergoes qualitatively new stage of development assuming changes of priorities of the higher education and promotion of ideas of vocational training of competent, competitive expert ready to continuous professional growth, professional and creative self-realization. New standards of professional education define improvement of quality of training of future experts in the sphere of culture and art first of all in expression of personality in professional creativity.

Dynamics of social and economic and cultural transformations in society of the XXI century is connected with active introduction of new information technologies, actualization of self-realization of "human potential" that demands reconsideration of the contents and models of vocational training. Unlike the traditional educational process aimed at assimilation of necessary and sufficient knowledge in the sphere of culture, humanitarian paradigm of education means development of creative person, of an expert capable to develop author's cultural and leisure programs, carry out presentations of cultural products and services, successfully position himself in labor market, independently and nonconventionally think, qualitatively transform own personality as future expert of the sphere of culture i.e. ready to professional and creative self-realization [10].

Specifics of training in professional creatively development of future experts in the sphere of culture consist in their professional formation, self-realization by means of involvement into general cultural world, space of cultural values in which the expert of culture realizes himself as a professional. The special importance is gained by ways of development of cultural samples, interpretation of cultural experience of solution of art and creative and educational tasks (N. V. Egorova, M. I. Sitnikova), the realization of professional functions of cultural continuity and creativity providing vocational training of future experts of the sphere of culture to professional self-determination [2].

Experts constantly improving knowledge, possessing initiative, independence, mobility, – experts who are urged to solve problems of development of our state are highly appreciated in the conditions of fierce competition, during active informatization. Training of a modern expert has to be focused on new requirements of labor market, ensuring competitiveness of the university graduate, which is the most important problem of modern professional education. Improvement of quality of specialists training, capable to quickly master and introduce new technologies in process of professional activity, is defined by focusing on use of information technologies: automation equipment, systems of transfer, processing and storage of information, visualization tools and figurative data presentation, i.e. use of computer resources. The training computerization in higher education institution is considered as widespread introduction of computers to the sphere of educational and scientific activity. Such use of computers is defined by documents (program of the national Education project) accepted at the state level [3]. In this regard introduction of new active methods of training takes a special place, among them integration of theoretical training with practical activities is the most important one. Such

integration can be carried out on the basis of selection or creation of virtual professional oriented products and technologies "to send" a student into the sphere of his future professional activity.

In this regard the modern sociocultural situation puts new, more complex challenges for educational institutions:

- coordination of social and professional tendencies with identity of students; orientation of future expert on deep spiritual and moral values with simultaneous recognition of the importance of material component of individual life;
- preparation of future expert for the competition in labor market, to continuous professional self-development;
- formation of ability to plan own future and responsibility for it; definition of approaches to the organization of educational process new, adequate to social changes.

In S. A. Kulikova and A.A. Kapitonova's research the main criteria of formation of professional self-determination of students are developed:

- existence of abilities and tendencies to professional activity (professional orientation), steady interest in knowledge, positive motivation to educational activity; formation of system of valuable orientations;
- possession of the main general competences;
- possession of the main professional competences;
- development of qualities of creative person (creative activity, openness, freedom of expression, satisfaction with activity, self-realization).

This work revealed that use of active forms of activity, actualization of creative situations helps to diversify occupations, call interest in new types of knowledge and desire to participate in educational process, and, therefore, promotes formation of professional self-determination of students[9]. Questions of participation of a teacher in design of next professional way of youth are connected with what youth takes from information space, what are intellectual and emotional communications between trainees and media.

The concept of professional competence expresses unity of theoretical and practical readiness for implementation of professional activity. In this regard the appeal to active forms of manifestation of theoretical readiness, including, connected with development of information space is necessary. That is the activity connected with the analysis of information at all stages of its receiving, processing, preservation and transfer. That's why actual tendencies of process of vocational training of future expert are ways of application of means of information technologies in the course of training.

New equipment rooms and software in higher education institutions increase possibilities of a computer, that's why the concept "computer technologies" is replaced by the concept "information technologies". The last one is meant as processes of accumulation, processing, representation and use of information by means of electronic devices. Following this terminology, some researchers suggest considering information technologies of training as set of the electronic means and ways of their functioning used for realization of the training activity. They include

hardware, program and information components, and also ways of their application which are specified in methodical providing [11] in structure of electronic means.

There are also other approaches to an assessment of essence of information technologies of training. L.V. Lutsevich defines information technologies of training as technology of machining, transfer, distribution of information, creation computing and software of informatics. Broader interpretation of this term is given by M. I. Zhaldakov. He suggests to understand a set of methods and technical means of collecting, organization, storage, processing, transfer, and submission of information expanding knowledge of people and developing their opportunities for management of technical and social processes as information technologies of training. E.I. Mashbits and N. F. Talyzina consider information technology of training as some set of training programs of various types: beginning with elementary programs providing control of knowledge to the training systems which are based on artificial intelligence. V.F.Sholokhovitch suggests to define information technologies of training from the point of view of its contents as the branch of didactics which is engaged in studying systematically and consciously organized process of training and assimilation of knowledge in which means of informatization of education find application [11, page 20-21]. We used the approach to definition of information technologies of training offered by A.V. Gushchin in our work; it is considered by us as a complex of modern pedagogical hardware-software products allowing to organize optimum information exchange between teachers and students to have guaranteed achievement of the predicted result on a system basis[4].

One of the main objectives of the developed educational system is training of the participant of production necessary for society. All other potential opportunities of the personality including creative, remain unclaimed. As the result, the person with insufficiently developed creative thinking experiences further difficulties in perception of constantly becoming complicated world, decision-making in non-standard situations, incapable to catch communication between the concepts and the phenomena which even slightly differ from habitual ones [6, page 45]. When studying experience of use of innovative methods in training, it is possible to mark out their advantages: they help to teach students to active ways of receiving new knowledge; give the chance to seize higher level of personal social activity; stimulate creative abilities of students; help to approach study to practice of everyday life, form not only knowledge, skills of subject, but also active life position [7]. The main objective of a practical training for students of higher education institution consists in judgment of theoretical provisions of science and their application in practice for own professional development. It is obvious that application of information technologies (computer equipment and information networks) most fully answers the purpose and character of a practical training. The important part in realization of problem and search activity of trainees is assigned to means of presentation. We believe that use of audiovisual tutorials as most effective remedies of presentation, and also the analysis of the perceived phenomena students will promote updating of the available knowledge in the course of analytical actions

and determine process of professional self-determination. Analysis of the studied phenomena is considered by us as activity of students and as means of formation of their professional thinking promoting professional self-determination. Studying of schemes of psychological analysis allows to draw a conclusion that analytical process usually begins with its general characteristic (definition of the phenomenon, description, explanation), then detailed consideration of elements is carried out, and in summary the phenomenon is estimated again in general, i.e. the course of the analysis can be briefly expressed by the following formula: "synthesis – analysis – synthesis". It may be coordinated with regularities of process of thinking which main components are analysis and synthesis. In this regard, a practical training during training courses with application of information technologies promotes formation of a new level of development of professional consciousness, development of own outlook that intensifies processes of personal and professional self-determination and self-knowledge, design of a person in the profession.

In this regard, a practical training on training courses of psychology is the major link in vocational psychological training. The main objective of a practical training for students consists in judgment of theoretical provisions of science and their application in practice. We believe that use of audiovisual tutorials as most effective remedies of presentation, will positively influence activation of educational cognitive activity of students, actualization of knowledge in the course of analytical actions also by their practical application. We offer a sample of a task for the analysis of a fragment of the television movie "Moscow Does Not Believe in Tears" to practical class with the subject of "Professional Motivation of the Personality and Effective Creation of Career" in a training course on psychology and pedagogical training of the expert:

- 1. Describe factors influencing a situation of a professional choice of the main character.*
- 2. Define motives of this professional activity of the personality.*
- 3. Reveal the vital purposes of the main character, correlate them to personal and professional sphere.*

Thus, professional activity of teachers in the conditions of application of audiovisual tutorials creates conditions for personal and professional formation of the identity of students. Main objective of modern professional education is creation of conditions for free self-determination, self-realization of each person, an independent choice of ways of the professional progress in organizational structure, social space of society. But this freedom generates competition which brings problem of competitiveness, achievement of personal progress in comparison with others. Thus, process of training in higher education institution in the context of current situation is a condition for personal and professional self-determination of future experts.

But one should not forget that training of specialists students in the field of art and culture is a very special process, because professionals "raised" in this humanitarian sphere, are urged to influence reality, positively transform it. Therefore activity of the specialist in the sphere of culture and art has to have strong spiritual

and moral bases and be implemented with application of adequate means in modern conditions. Formation and development of information competences of the identity of the student becomes especially important, when it comes to formation of future experts in the sphere of art and culture as these workers in many respects have educational impact on society.

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