

ANNOTATION

Amelina S. Motivation and self-motivation in the process of creating a culture of professional communication

The article discusses motivational component of culture of professional communication. A determination of levels of formation of culture of professional communication are given. The motives of students and teachers to raise the cultural level of professional communication are analyzed.

Key words: culture of professional communication, motivation, self-motivation, a student.

Artemenko O. Conceptualization of the terms “success”, “successful” in the modern psychological and educational research

The article analyzes the concept of “success”, “successful” criteria of success for innovative technologies in the training of future teachers.

Key words: success, successful, innovative educational technology, professional training.

Barlit O. Axiological approach to pedagogy as an effective method of learning the value aspects of civic education

Modern pedagogical mythology and practice are analyzed in this article with the accent on the aspects of moral values. The article reveals the main objects of the Ukrainian civil education connected with reformation of the contents of education and the necessity of creating a new system of values. It is necessary to consider national and human values as a unit of basis principles of civil education.

Key words: civil education, axiological approach, humanization, the adaptation of values, pedagogical axiology.

Bolduyev M. Assessing quality in higher education: rules, criteria, characteristics, methodological

Investigate the nature of rules, criteria and quality assessment of the quality of higher education in Ukraine. In the context of quality characteristics are analyzed for evaluating the quality of higher education, the main types of test tasks and methods of system tools and technology assessment activities for high school students.

Key words: rating the quality of higher education, standards, specifications, criteria, methods of assessing the quality of higher education, the competence approach.

Bondar O. The content and structure of information management culture organizations

Analyzed the content of professional information manager of a modern organization. Designed author's definition of information culture of the future manager.

Key words: information culture, managers of organizations.

Bondarenko S. Features of the formation of professional interest among students in research work

The paper presents the experience on the formation of professional interest among students in research activities.

Key words: professional interest in scientific research, technical creativity, scientific and technical conferences.

Burenko M. Promising ways of determining the range of professional competencies for future coaches

Formed the theoretical basis for identifying key professional competencies for future coaches. Represented by the general method of determining a range of professional competencies for future coaches.

Key words: professional competence, teacher-trainer, the nomenclature.

Bykova V. Formation of competitiveness of future experts at universities

The article comprises scientists' approaches to organization of formation of future experts' competitiveness during professional training; it has proved idea of organization of formation of future experts' competitiveness at universities.

Key words: competitiveness, professional training, formation of competitiveness.

Cherepina O. Psycho-pedagogical tools of diagnostics of formed professionalism of future psychologists

The actual questions of research of level of formed of professionalism of future psychologists are examined in the article. The necessity of development and selection of the proper instruments of diagnostics of components of forming of professionalism is grounded for future psychologists.

Key words: formed of professionalism, professionalism, psychologist, professional diagnostics.

Cherkashin A. The Modern state of organization of an educate work with the students of higher educational establishments of MIA of Ukraine is the article

In the articles analyzed directions and forms of organization of an educate work are with the students of higher educational establishments of MIA of Ukraine, reason of liberation of young specialists, in the organs of internal affairs. Certainly, that the certain failings are in forming of psychological- pedagogical readiness of future workers of organs of internal affairs to the terms of professional activity, overcoming of which development of the new professionally oriented forms and methods of education of students of higher educational establishments of MIA of Ukraine will serve.

Key words: educate work, directions of education, students, higher educational establishments of MIA of Ukraine, workers of organs of internal affairs.

Cherkashina Zh. Features of the independent work of students-foreigners of the preparatory faculty

In the article the essence of independent work of students and peculiarities of organization and control of independent work of students of the preparatory faculty for studying Russian as a foreign language.

Key words: students' independent work, forms of extracurricular work, independent work of foreign students, educational-methodical maintenance of independent work.

Danchenko I. Organizational-pedagogical conditions for prevention of deviant behavior of students of higher educational institutions in the implementation of the "Equal to equal"

The article is sanctified to determination of effective organizationally-pedagogical terms of prophylaxis of deviant behavior of students of higher educational establishments; to the exposure of new ways of optimization of preventive activity; to the ground of the use of possibilities of training and therapy technologies in the process of realization of the program "Equal to equal" in-process psychological service, that is the condition of effective prophylaxis of deviant behavior of students institution of higher learning.

Key words: deviant behavior, prophylaxis of deviant behavior of students of higher educational establishments, of training and therapy technologies in the process of realization of the program "Equal to equal" in-process psychological service.

Daviduk N. Historical and theoretical foundations development of professional competence of methodists of extracurricular institutions

The article analyzed the historical and theoretical foundations for development of professional competence of methodists of extracurricular institutions, identified its chronological periods.

Key words: historical and theoretical foundations, development of professional competence, methodists of extracurricular institutions.

Dmitrenko T., Jaresko E. Essential characteristics of the measured integration as a process in teaching high school system

The article deals with basic theoretical research results of the measured integration in the educational system of higher education. Identified the essential characteristics of the integration process as the means of developing of pedagogical science on the theoretical, methodological and practical standards.

Key words: measured integration, process, educational system, the essential characteristic, aim, pedagogical principle, matter of education.

Dobrodub E. Skills and knowledge acquired future specialists of physical education and sports at the time of training in higher educational institutions

In the article the comparative analysis of the results of the acquired knowledge with practical skills of students, studying on the specialist for physical education and sport, which they must use in practical activity.

Key words: physical education, specialist, theoretical knowledge, abilities, skills.

Dyachenko M. Development of the creative activity of future journalist through prism of the professional consciousness of student

In the article the philosophical, pedagogical, psychological and journalistic going is reflected near understanding of creative activity of personality; the specific of journalistic consciousness is outlined; an attempt to define intercommunication between development of creative activity of future journalist and by his professional consciousness is done.

Key words: journalist, personality, professional consciousness, development, self-realization, creative activity, creation.

Ermakova O. Succession of school and extracurricular education as optimal condition for uncovering of creative potential of pupils (local history aspect)

The forms and methods of study and after-hour work on local history are analysed and generalized in the article. Interaction and succession between two components of system of local history education and upbringing are deduced. Specificity and peculiarities of ways of local history activity are uncovered.

Key words: school education, extracurricular education, interaction of school and extracurricular education, local history, creative potential of pupils.

Ermolenko A. Computer literacy as a constituent of general and professional competence of future history teachers

In the given article the necessity of ICT introduction to a modern educational process is grounded. There is an idea that computer literacy is the component of not only general but also professional competence of a future history teacher and a necessary condition of efficiency of their professional pedagogical activity on the modern stage.

Key words: ICT, computer technologies, computer literacy, computer competence, base ICT competence, subject-oriented ICT competence.

Filatova L. Image as an object of scientific research in various fields of scientific knowledge

Actuality of development of integral conception of image is analysed in the article, the state of study of definition is considered "image" in the different areas of scientific knowledge. The special attention is spared to consideration of psychological, political, sociological, ethical, aesthetical aspects of the noted category and found out, that the phenomenon of "image" of its content is complex, many-sided and ambiguous. There are insufficient of studied, cross-disciplinarity of this phenomenon.

Key words: image, imagology, public relations.

Gerasimenko L. Pedagogical conditions of foreign language teachers' adaptation to the professional activities in the flight educational institutions

In the article the pedagogical conditions of foreign language teachers' adaptation to the professional activities in the flight educational institutions are formulated and grounded.

Key words: professional teachers' adaptation, pedagogical conditions of adaptation, flight educational institutions.

Girenko I. The main ways of forming students' readiness for self-learning a foreign language

The ways of efficient organization of students' independent work on a foreign language have been considered in the article. It is emphasized that students' independent work helps them to acquire knowledge, to develop skills and habits, to achieve practical knowledge of a foreign language that helps to use it in everyday, professional and business communication and also in their research work.

Key words: after-class activities; credit and module system, cognitive activity, skills.

Grynevych L. Institutional capability for educational quality monitoring in the USA

The article deals with the American experience of institutional capability for educational quality monitoring at the state level and federal level. The interaction of different institutions during the National Assessment of Educational Progress (NAEP) is presented. The recommendations for the institutional support model of education quality monitoring in Ukraine are offered.

Key words: education quality monitoring, institutional support, monitoring levels.

Gurova T. The results of experimental work on tolerance younger students in a multicultural educational environment

The article highlights the main statements on tolerance education of primary school children in a multicultural educational environment.

Key words: tolerance, tolerance of young pupils, model of bringing up the tolerance.

Gusel'nikova S. Organizational and legal support for the training of specialists in international law

In the given article we have analysed compliance of organizational and legal insurance with professional training needs of the international law practice, teaching and learning process in Ukrainian high school. The study identified the legal and organizational concepts of higher legal education in the field of international law and highlights the current needs of teaching practice in the united state requirements and standards in the context of professional training of international law.

Key words: training experts in international law, legal support, organizational support, the needs of teaching practice.

Hamanyuk V. Foreign Language Education of Germany as a component of polycultural educations in context of integration

The article deals with the problem of definition of the foreign languages/languages education in Germany in context of historical development of the concepts of teaching languages and with studies of the main modern principles of foreign languages/languages education taking into account the integration processes and multicultural character of the society.

Key words: foreign languages education, languages education, concepts of teaching languages, polycultural education, languages awareness, the second languages, German as the second languages.

Herter N. Characterization of stages of pedagogical support organization of creative self-development of future teachers in training

The article describes the stages of organizing pedagogical support creative self-development of future teachers in training, their usefulness is justified by comparing the goals of each of them with their characteristic forms of organization of teachers and students.

Key words: educational support, creative self-development training.

Homyak L. Intrinsically-meaningful description of professionally significant qualities of the manager

The essence and content characteristics of professionally significant managerial qualities are revealed and the professional qualities that help in successful managerial activity are investigated.

Key words: manager, professional requirements, personality of professional, professional significant qualities, management activity.

Ivanitsky A. Modeling the context of pedagogical activity as a means of training future teachers

The paper proposes improvement of training of future teachers by modeling the context of teaching activities.

Key words: model, teacher modeling, contextual learning, training teachers.

Ivanova O. Self-projection as an integral component of self-identity

In article have been analyzed the process of “self-perfection”, starting with first thoughts about your personality, behaviour, individual skills, relations with others. The great part of success in it is covered in “self-projection” as process of making in ones conscious the imagination of “ideal Me” and realistic ways of it achieving.

Key words: self-perfection, self-knowledge, self-projection, “real Me”, “ideal Me”.

Kajdalova L. Modern pedagogical technologies in the professional training of future specialists

In the article the modern educational technology – modular, information and communication, educational, personally oriented, problem-based learning. Lit their influence in the preparation of specialists in higher educational institutions.

Key words: educational technology, the modular technology, information and communication technology, educational technology, personally oriented technology, technology problem-based learning.

Kasyanova O. Ekspert in education: basic descriptions, methods of selection and evaluation

The article is devoted to the problems of examination in education. Basic attention is paid to the grounding of essence descriptions of experts, determination of methods of their selection and evaluation. The problems of acquisition of expert groups and organization of their effective work are lighted up. The results of experimental work on this problem are represented.

Key words: expert, examination in education, methods of selection of experts, role of expert, expert group.

Khatuntseva S. The essence and the maintenance of an individualization and differentiation training in the psychological and pedagogical literature

In the article on the basis of the analysis of the psychological and pedagogical literature concepts “individualization” and “differentiation” of education on the basis of the various approaches connected with the theory of individual style of activity, taking into account specific features as teacher, and those who is trained are considered.

Key words: an individualization, differentiation.

Kovalenko V. Theoretical and methodological limitations and possibilities of educational technologies in the form of professional understanding of higher education

The article reveals the reasons generating the problem of developing professional understanding of specialists at higher school. The ways of eliminating the problem are suggested.

Key words: professional understanding, natural and scientific paradigm, semiotic problems, denotata, sign-words, sign-concepts.

Kravchenko V. Ways of improvement of preparation of higher school teachers in the conditions of modernisation of education

The analysis of ways of preparation and up-grading of scientific and pedagogical staff is conducted. The ways of improvement of preparation of higher school teachers in the conditions of modernization of education are offered.

Key words: teacher of higher school, city council, post-graduate program, post-graduate pedagogical education, corporate in-plant training.

Kuchumov N. Progress and Challenges in the process of reforming medical education in Germany

The article deals with features of the higher medical education reform in Germany. The main directions of modernization of content and methodological foundations of the process of undergraduate medical education and the specifics of their implementation in practice have been shown. The problematic issues of contemporary modernization processes in the German system of higher medical education in the context of the Bologna process have been considered.

Key words: higher medical education in Germany, reform, alternative curriculum, the Bologna process.

Levchenko Y. Psychological and pedagogical foundations of the essence of the concept of “personal orientation”

The concept “personality trend” and its development are analyzed in the article. The characteristics and the properties of personality’s trend are determined.

Key words: ideal, interest, motive, inclination, personality, necessity, world outlook, trend.

Lytvynova O. Overcoming of barriers in dialogic intercourse in the process of forming of culture of dialog of students – agrarians

In the article the description of portrait of the both labored and unlabored communicator is offered, the basic communicative barriers are analyzed, a subject intercourse capacity for psychological defense taking into account individually psychological and communicative psychological properties of personality is considered.

Key words: communicative barrier, dialogic intercourse, culture of dialog, labored intercourse, unlabored intercourse, subject of intercourse, student.

Lyubchenko O. Training as means of forming of professionally-communicative abilities of future specialists of economic profile

The essence of the phenomenon “training” has been exposed; the expediency of the use of training as means of forming of professionally-communicative abilities of future economists has been grounded in the article.

Key words: training, professionally-communicative abilities, specialists of economic profile.

Malneva O. The essence of pedagogical dialogue

In the article on the basis of the analysis of the scientific literature the essence “pedagogical dialogue”, its specificity, a social role and functions is defined.

Key words: pedagogical dialogue, functions pedagogical dialogue.

Manokhina I. “Orphanhood” as a science-theoretical category

The article is connected with science-theoretical basing of such category as “orphanhood”. The author has analyzed the thoughts of different scientists about this phenomenon and explained the meaning of such terms as “children-orphans”, “children deprived of parents care”, “social-orphans”.

Key words: social teacher, orphanhood, children deprived of parents care.

Markina L. Activation of the cognitive activity of students in credit-modular system of educational process

Didactic potential of educational process organization credit module system is investigated in this article. Structure and main principles' building of module programmer as basic didactical stirring up of students' cognitive activity are regarded. Didactical value of students' self-maintained work is substantiated from viewpoint of maximum possible students' activity.

Key words: credit module system of educational process organization, technology of module education, module programmer, self-maintained work, stirring up of students' cognitive activity.

Masluk L. Communicative and cognitive principle in learning a second foreign language

In the article the ways of working out the methods of using the compensatory knowledge in training French as the second foreign language are determined. The general principles which operate in any activity in a foreign language are characterized.

Key words: compensation possibilities, reflection, cognitive aspect, authentic texts, interference.

Medvedeva E. Esthetic education of students as one of the areas of teaching in higher education

The article is devoted to the problem of esthetic upbringing education of students of pedagogical colleges.

Key words: esthetic education, student, painting, the level of arts education.

Melyuhina N. Formation of readiness of magisters of higher school pedagogics to the work in the distance learning system by means of the design game

In the article the features of the design of games in order to build high school readiness of teachers to work in a distance learning system. Revealed methodological principles, purpose, steps, and use of project results of games in training graduate students to work in distance learning system.

Key words: game, design game, design, planning, reflection, readiness.

Morokhov G. Information and communication medium as a means of multimedia training of future managers of organizations

This article examines information and communication environment as a means of multimedia training of future managers of organizations.

Key words: information environment, multimedia, training, managers of organizations

Musaev K. Features of the category of "capabilities" in psychology and pedagogy

Consider psychological and pedagogical aspects of features category of "capabilities" defined theory of the origin and nature of abilities, their typology and approaches. Studied modern psychological-pedagogical problems finding abilities of primary school students in extracurricular activities.

Key words: category of "capabilities" theory of the origin of ability, substance abilities, personality-activity approach to learning abilities.

Naumova I. Pedagogical conditions of formation of professional and personal identity of future teachers

Modern higher education is a catalyst for self-transition from a strategy of contemplation of the subject itself to self-realization. Therefore the problem of identity formation in the personal and professional development (professional identity) becomes relevant.

Key words: self-realization, professional authentication, identity, I-conception.

Nikolenko L. Essence of communicative potential as pedagogical phenomenon

In article the essence of communicative potential as pedagogical phenomenon is considered. On the basis of theoretical analysis of the advanced studies essence of communication potential of personality is certain as the pedagogical phenomenon and prospect of his comprehensive research.

Key words: potential, communication, possibility, psychological qualities and faculty, interaction between persons.

Pisarenko O. Ways to improve the quality of multicultural education technical university students' in learning a foreign language

The concept of multicultural education is studied in the article. Its essence as well as the ways of multicultural education introduction are specified, especially the influence of the course of a foreign language on the technical university students' multicultural education.

Key words: multicultural education, dialogue of cultures, planet-wide thinking.

Pizina E. The concept of translation competence in foreign scientific and educational publications

Article introduces the idea of translation competence provided by European and Asian researchers. Author presents definitions of the concept worked out by foreign scholars, gets across the problem of how translation competence can be modeled and outlines the results of current research in this field.

Key words: professional training of translators, translation competence, practice of translation, translator, target language, source language.

Pogromskiya G. The socio-educational work with the family as a prevention of deviant behavior of children and adolescents

The article is devoted to the problem of social-pedagogical work with family as prevention of breach behaviour of children and teens. We consider the negative trends and factors that decreasing the educational potential of the family, the basic directions of social and preventive work to prevent deviant behavior in children and adolescents.

Key words: social-pedagogical work, family, breach behaviour.

Poluboyarina I. Philosophy of music as methodological base of the study of the problem of the training of music gifted student

Role of philosophy of music is considered in article for problems of preparation of gifted student music professions; opens the approach to music as sound formation.

Key words: philosophy of music, training of music gifted student, A. Losev.

Ponikarovskaya S. Psychological essence of professionalism of instructor in higher education

The article deals with the psychological essence of development of a higher school teacher professionalism that includes, first of all, improving efficiency of multiple-aspect professional and pedagogical activity, determination of its point and meaning in the context of life activity.

Key words: professionalism, professional competence, personality, internal resources and effectiveness.

Prikhodko T. Components of formation of pedagogical communication culture among future teachers in higher education

The article deals with current issues of training future teachers. The article touches upon the problem of formation of students' culture of pedagogical communication. The article examined in detail the relationship between concepts "culture of communication" and "culture of pedagogical communication", ways of improvement of speech abilities of future teachers.

Key words: communication, culture of communication, culture of pedagogical communication.

Prodayko M. Game technology in mathematics lessons

The article substantiates the value of gaming technology as the simplest way to enhance the cognitive activity of students, the conditions of efficiency in the classroom.

Key words: game, students, technology, learning, personality.

Prusak V. The system of continuous ecological training of a future designer: the cognitive aspect

The article provides a theoretical foundation of cognitive aspect thorough penetrating ecological preparation of future designer. Ecological knowledge is represented in the system of continuous penetrating environmental training of masters in “Design” direction “Art”.

Key words: system of training, future designer, penetrating program, ecological knowledge, cognitive aspect.

Pustoliakova L. Theoretical analysis of the influence of vocational and applied physical training on formation of professional skills of future specialists

The author, analyzing the influence of the vocational and applied physical training on formation of professional skills of future specialists believes that physical education, particularly in specialized high schools, should resolve by its specific means the issue of a specialist training-professional.

Key words: physical education, physical and professional development, vocational and applied physical training, medical school.

Reutova V. Development of information culture teachers of economics in the graduate education as a pedagogical problem

Lighted the relevance of development issues information culture teachers of economics in graduate education. Perspective directions and anticipated results of research aimed at developing the information culture of the teachers of economics in graduate education.

Key words: Information Culture postgraduate teacher education teacher of the economy.

Rezunova O. Formation of cross-cultural competency in the process of international communication

It is shown the importance of international communication for cross-cultural competence formation in process of agrarian students education. It is given the analyses of modern practical training programs for students and teachers of agriculture.

Key words: globalization, cross-cultural competence, international communication, practical training.

Ryabko I. Moral activity as a form of professional conduct for public servants

The article is devoted to the moral activity as a form of civil servants’ behavior in the account of moral relations, which arise in jointly organized work, as well as compliance of professional activity to moral criteria. The conditions of moral activity’s occurrence in the system of industrial relations are studied. Internal and external factors of civil servants’ moral activity are disclosed.

Key words: public service, moral activity, professional ethics.

Samsonova E. Facilitation as a means to create a positive educational environment in postgraduate teacher education

The article disclosed and analyzed the essence of the concept of “facilitation” and it features a postgraduate teacher education. Defined fasilitative interaction in the educational process as a way to implement the social situation of development of personality tumors.

Key words: facilitation, fasilitative position, fasilitative interaction, self development, self-improvement.

Shapoval E. The development of professional interest of cadets in the course of their informative activity

In the article features of informative interest of the person are considered and the attention to development of professional interest of cadets in the course of their informative activity is paid.

Key words: interest, informative interest, professional interest, informative activity, cadets.

Shtefan L. Method of selection of experts for research of innovative processes in education

In the article, considered development of procedure of choice of experts for examining of innovative processes in education. The combined method which foresees combination of method of self-appraisal and estimation of candidate in experts other specialists is offered.

Key words: selection, expert, examination, candidate in experts, estimation, profile of experts, self-appraisal, internalss of expert.

Sidorenko-Nikolashina E. Some pedagogical aspects of using modern computer technologies in educational process

This article contents a brief overview of modern computer technologies, results of analyze of the feasibility and effectiveness of effective application of modern computer technologies in educational process.

Key words: computer technologies, computer training systems, electronic education, electronic textbook, web-technologies.

Sopneva N. The essence, structure and features educational ethical activity

In the article on the basis of the analysis of the scientific literature the essence, structure and features of educational ethical activity by definition of such concepts as is considered: ethics, morals, moral culture, moral behavior, moral education, moral senses, ethical actions, ethical relations, ethical behavior, pedagogical ethics etc.

Key words: educational ethical activity, ethics, moral culture, moral education, ethical behavior, pedagogical ethics.

Statiev S. Sense of rhythm – one of the components of dance movements of the deaf children of primary school age

The article deals with a sense of rhythm as one of the components of the dance movements of the deaf children of primary school age. Proved that the performance of rhythm in deaf children 6–10 years are much smaller compared with peers without auditory pathology. Established that there is a need to establish guidelines for the formation of dance movements of deaf children of primary school age.

Key words: sense of rhythm, deaf children, rhythm.

Stukalo A. Teaching of professional communication of students of agricultural universities

The article deals with some aspects of professional training methods to communicate by students of agrarian universities. The ways and characteristics of students to acquire communicative competence are analyzed.

Key words: professional communication, teaching methodology, communicative competence, a student.

Sushchenko L. Theory of development and tendency of modern science in Ukraine

In the article the theoretical aspects of development and tendency of modern science are analysed in Ukraine. The increase of science role is reasonable in society, height of her social prestige.

Key words: science, development of science, tendency of modern science.

Sushchenko T. Conceptual principles of updating and modernisation of the system of preparation and in-plant training of teachers of higher school

In the article the conceptual going is reflected near modernisation and updating of the system of in-plant training of teachers of higher school.

Key words: system of preparation and in-plant training, teacher of higher school.

Temchenko O. Qualimetry model of creativity teacher

The article raises the problem of the creative potential of teachers, measuring its level by using methods qualimetry.

Key words: creative, creativity, qualimetry.

Trofimuk K. The concepts of communication culture of the future specialists of hotel and restaurant business

In the article considered and described structural component of culture of intercourse of future specialists hotel-restaurant business.

Key words: concepts of culture of intercourse, specialists of hotel-restaurant business, culture of intercourse, communicative culture.

Trubnikkova Y. Integrating elements of cross-cultural communication in the educational process as an effective mechanism for expanding the stock of social and economic vocabulary of students

The article deals with integrating elements of cross-cultural communication in the educational process as an effective mechanism for expanding the stock of social – economic vocabulary. Based on theoretical analysis of scientific papers identified the essence of cross – cultural communication, its role in the process of integration into the educational space, as well as directions for using the cross-cultural communication as an effective mechanism for expanding vocabulary of the future specialist.

Key words: cross-cultural communication, integration, socio-economic vocabulary item, communicative competence, vocabulary stock.

Tsapova S. Forming of cognitive component of economic culture of future specialists of economic type

Psychology-pedagogical principles of forming of cognitive component of economic culture of student type schools are examined in the article. It is in particular set that cognitive component of economic culture student can be effectively formed only on condition of engaging of students in independent educational activity.

Key words: economic culture, cognitive component, psychology-pedagogical principles, economic-mathematical design.

Tsykina D. The substantiation of necessity of forming of students' professional rhetorical competence using of factor approach

The given article considers the action of objective, subjective, personal and human factors on the basis of the factor approach. The basic contradictions are determined. The analysis of the current level of students' working knowledge of rhetorical competence is done and the necessity of its forming is grounded.

Key words: factor, factor approach, communication, rhetorical competence, contradiction.

Vdovenko I. Competitiveness and marketability in research and theoretical terms

The article deals with basic concepts of competitiveness and marketability in the system of vocational education. Also in the article the role of scientific and technical concepts and their importance in education.

Key words: competition in the system of vocational education, competitiveness, vocational education, scientific and theoretical concepts.

Yanzhula O. Modernity in the light of multicultural education

The article is devoted the investigation of poly-cultural education in modern world. In the article we studied sources of poly-cultural education, a question of interpretation the concept “cultural values” and it was proposed the author’s interpretation of this concept, set as principle the analysis of scientific literature; determined two fundamental components of poly-cultural education – national culture and cultural values.

Key words: culture, values, cultural values, intercultural contacts, poly-cultural education, picture of the world.

Zakharina E. Formation of readiness of future teachers of physical education to the extra-curricular recreational and educational activities

The article describes the formation of readiness of future teachers of physical culture for extra-curricular recreational and educational work. The author points out that the for-

mation of the readiness of students for future careers is an integral part of the process of training future teachers of physical culture for extra-curricular recreational and educational work.

Key words: readiness, future teachers of physical culture, extra-curricular recreational and educational work.

Zinchenko V. Trends in the development of models of specialist

The article describes the evolution of the approaches of scientists to the problem of model development specialist, the nature and components of these models, the impact on content and organization of professional training.

Key words: model of specialist business model, training model, a model professional – a graduate, professiogram, psychogram.

Znanetskiy V. Case-method application in the context of communicative oriented education

The article describes the particular aspects of case-method application in professional business speaking teaching. The value of the method provisions for foreign language teaching is in its ability to solve a range of problems being raised. The article proves a sufficiency of the situation analysis method for the educational goals in the process of teaching professional communication skills to the students majoring in Management and International Economics.

Key words: situation analysis method, professionally-oriented communication, education.