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SUSCEPTIBILITY TO THE NEW: CONCEPT, MEANS OF DIAGNOSIS AND DEVELOPMENT

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Abstract. In the article the author defines the content of the concept, external factors and personality characteristics that have influence on the character of individual susceptibility to the new; characterizes ways of developing individual susceptibility to the new; detects means of evaluating individual susceptibility to the new. Empirical material is represented by analysis of age characteristics of individual susceptibility to the new, and by designed program of development of personal qualities of the manager on the basis of the use of a universal system of performance indicators.

Keywords: individual susceptibility to new, external factors and personality peculiarities of individual susceptibility to new, means of diagnosis and development.

Introduction. New educational paradigms: "life-long education", "development of susceptibility to innovation", "life and work in an ever-changing environment", "self-improving organizations", "knowledge management", "corporate learning" and others lead to research of the essence, possibilities of diagnostics and formation of susceptibility to new ones.

A brief overview of publications on the topic. The role of the human factor in innovations is studied by A. Nicolas A. Ellis, A. Meshkov.

Susceptibility to the new in the context of innovation management and organizational psychology is highlighted by E. Roogers, N. Sas. I. Avakyan characterizes the teacher's receptivity to innovations.

Factors influencing individual susceptibility to a new one are distinguished and characterized by T. Lukyanova, V. Konovalova, A. Meshkov, B. Parigin, N. Sas, L. William, S. Yartseva.

The conditions of the development of susceptibility to a new study are investigated by I. Avakyan, G. Kosharna, L. Mamaeva, C. Kuzheva, V. Lazarev, T. Shukaeva.

Opportunities and techniques of development of susceptibility to new in everyday activities and in the process of learning - G. Altshuller, A. Bandura, T. Vudjek, V. Nikolko, N. Sas, A. Sitnikov, A. Shevyrev.

The issues of evaluation and development of the level of susceptibility to the new violate T. Dudar, V. Nikolko, N. Sas, A. Shevyrev and others in their works.

Goal. Studying the works of these authors revealed the need to define the content of the concept of individual susceptibility to new; identification of external factors and personality traits on the character of individual susceptibility to new ones; the need to characterize the ways of developing individual susceptibility to new ones; identification of means for evaluating individual susceptibility to new ones; Implementation of empirical tests for the analysis of age characteristics of individual susceptibility to new; gaining experience in designing a program for the development of personal qualities of a manager based on the use of a universal system of performance indicators.

Materials and methods. Studying of theoretical works on the given question was carried out with the help of theoretical methods: analysis, synthesis, generalization.

The development of the system of activation of susceptibility to the new and the program of development of personal qualities of the leader on the basis of the use of a universal system of performance indicators was carried out by methods of design, inter-sectoral transfer and application of the results.

For the analysis of age characteristics of individual susceptibility to the new was used questionnaire "Method of studying the peculiarities of manifestation of individual susceptibility to the new."

Results and discussion. A. Nichols [23], analyzing the role of innovations in the human factor, defines innovation as: an idea, purpose, or practice that is perceived by the individual as something new. A. Ellis, D. Bond [22] argue that "innovation in general and innovation in pedagogy, especially – an inalienable attribute of freedom, creativity, search". A. Meshkov [12] believes that innovation – a socio-psychological phenomenon, characterized by

a peculiar life cycle, which occurs consistently in the special phases in the cognitive and emotional processes of the individual.

Thus, innovation is an idea, a goal or a practical activity that is perceived by the individual as something new; demands freedom from enduring stereotypes, creativity, search; the perception of which occurs consistently in the special phases in the cognitive and emotional processes of the individual.

In the context of management and organizational psychology, the company's employees' responses to organizational changes, the relationship between the level of susceptibility to new regular employees of the organization and managers and their impact on the effectiveness of the entire company are studied.

In particular, E. Rogers [24 – 26], the receptivity of the consumer of innovations to the new, determines as how much early a particular consumer takes and assimilates them in comparison with other representatives of the social system. Isolates three levels of susceptibility to new: organizational, group and personal.

N.Sas [15] determines the susceptibility to the new as a degree of relative advancing by the individual of other members of his social system in terms of perceptions of new ideas. Perception - an element of sensory knowledge, which provides a direct connection of a person with the surrounding reality. This is a complex process of receiving and transforming information that provides the body a reflection of objective reality and orientation in the surrounding world.

I. Avakyan [1] describes a pedagogue that is receptive to innovations such that: it seeks to introduce best practices into practice; constantly engaged in self-education; Is committed to certain personal ideas, which develops in the process of activity; analyzes and reflects the results of his pedagogical activity, collaborates with scientific consultants; is able to predict its activities and plan it in the long run.

T. Lukyanova [11], A. Meshkov [12], B. Parigin [14], N. Sas [15], L. William [19] singled out the following factors that influence on individual susceptibility to the new: the nature of change; response on change; type of personality; history of organization; organizational environment; personal experience of the employee; consequences of changes.

Conditions of development of susceptibility to a new study I. Avakyan [1], G. Kosharna [7], C. Kuzhev [8], V. Lazarev [9-10], T. Shujeeva [21]. The authors note that a positive attitude to the new is possible under the following conditions: dissatisfaction with the results of the educational process; the need of creativity, awareness in the society of change; positive assessment of colleagues' creative abilities; the coincidence of their own views with the goals of innovations, the presence of their own ideas that can be applied in the innovation process; a high level of awareness of the achievement of pedagogical

science; democratic style of relationships in the team; practical experience of innovation activity.

The nature of the susceptibility to the new influences various personal characteristics and qualities, in particular: motivating people and its dynamics in the process of promoting organizational change; knowledge, experience, professional qualifications acquired through training and practical work in the organization, and the prospects for their use in the process of change; mental abilities, type of temperament, volitional quality; the style of thinking that represents the individual peculiarities of the cognitive processes that determine the human assessment of the occurring events.

Thus, the individual susceptibility to a new manifests itself in the ability to study, implement, and develop innovative technologies in pedagogical activities, which includes awareness of innovations, the need for the restoration of the pedagogical process, knowledge and skills for successful professional and research activities. Susceptibility to the new is an indicator of a teacher's readiness for innovation, the success of which depends on solving a large complex of psychological and psychological and pedagogical problems.

Susceptibility to the new can be developed, which determines the analysis of means of development of susceptibility to the new.

The concepts, possibilities, and techniques of development of susceptibility to new in everyday activities and in the process of learning were studied by G. Altschuller [2-4], A. Bandura [5], T. Vudjec [6], V. Nikol'ko [13], N. Sas [16], A. Sitnikov [18], A. Shevirov [20].

Personality susceptibility to a new one can be developed by mastering the algorithm of creating an idea, the technology of creative problem solving, special exercises and techniques based on the principles of nonlinear thinking.

The most famous of the individual ways to find new ideas: direct analogy, personal analogy, fantastic analogy. The methods of step-by-step search of the idea include: brainstorming, the method of morphological analysis, the method of focal objects, the method of the theory of solving inventive tasks.

In the context of the topic of our study, special techniques, techniques, technologies that activate susceptibility to the new are important.

The system of activating susceptibility to a new manager developed by us includes:

Self-control of competence (assessment of knowledge of modern management and innovations used in management; assessment of their personal professional qualities; definition of reasons for both: positive dynamics of competence and its absence).

Inventory of changes in work and in yourself (accounting, analysis and systematization of all changes in tasks, content, requirements for the work performed, on the one hand, and those changes that occurred during this period in their own personality and professional competence - on the other).

Ability to learn from others (creating a setup for finding and mastering something new in different situations, where interesting information, useful knowledge, new experience can be found).

Development of a table of life and professional goals.

1. Keeping a diary of achievements and failures.

2. Modeling of his professional portrait (the procedure for drawing up his professional-psychological characteristics in the form of the most striking features, both positive and negative, which were demonstrated for a certain period or for solving a responsible task).

3. Development of motivation for management activity with the help of self-motivation methods.

The issues of evaluation and development of the level of susceptibility to the new violate T. Dudar, V. Nikolko, N. Sas, A. Shevyrev and others in their works.

It is believed that the most valid (reliable, such that measures the intensity of the manifestation of the characteristics under study) is the method of psychological testing according to the qualities of the 16-factor questionnaire of personality R. Kettel. However, there are developments of other authors, which are used for solving this question.

In accordance with the tasks we have analyzed the age-specific peculiarities of individual susceptibility to the new; was developed program of development of personal qualities of the manager on the basis of use of the universal system of indicators of activity.

To analyze the age-specific peculiarities of individual susceptibility to the new we used the questionnaire "Method of studying the peculiarities of manifestation of individual susceptibility to the new". It includes 36 affirmations (18 are pleasant and 18 are not). The respondent is invited to evaluate the proposed statements on the 5-point scale.

The method of studying the peculiarities of individual susceptibility of the individual allowed to reveal:

1. Integral indicator of individual susceptibility to new (ISN).

2. Component composition of the ISN: the possibility of revealing a new information space and orientation in it (epistemological aspect of the ISN (G)); the possibility of an adequate assessment of the new phenomenon (axiological aspect of the ISN (A)); the ability to function effectively in a new situation (the praxis aspect of the ISN (P)).

3. Types of individual susceptibility to new: meaningful-intensive (MI) and formally-accumulative types of implementation of the innovative ability to identify new information; positively-differentiated and negatively-generalized types of implementation of the innovative ability to adequately assess the new phenomenon; initiative-creative and forced-adaptive types of realization of the opportunity for productive innovation activities.

4. The value of the ISN at different levels of human interaction with the world: natural; social; cultural; of organization of peculiarities of life.
5. Compare the styles of implementing a variety of innovative features (8 styles).
6. Features of the dominance of various innovative opportunities.

The sample of 240 people was divided into three age groups. The first respondent entered the age group from 18 to 25, the second and the third - at the age of 25-40 and 41-60 respectively.

The results of the analysis of the age-specific peculiarities of individual susceptibility to the new made it possible to draw the following conclusions.

The young generation is highly modernizing its innovative capabilities, considering the best innovational-transformative (64%) and meaningful-intensive (68%) types of their implementation. Explicitly traces the dominance of the praxeological component of innovation susceptibility to the new (51%). We explain this by the fact that people, for the first time discovering the world, face new, unfamiliar phenomena "at every step." It works out the novelty effect. Only 15% of the sample of up to 25 years are guided by the situation of change on its negative or positive assessment, choosing the type of solution for itself.

The generations of the middle ages, with enthusiasm and without much fear, encounter changes and are largely disappointed in their consequences. Each new change in state policy, cultural and social innovation is taken by them for another "deception", "bite", which someone tries to catch them and to use their intellectual and physical reserves. Perhaps, this is why people of this generation tend to the forced-adaptive type of implementation of their susceptibility to the new (64.5% of the sample), are inclined to give every new event negative content, cautious in choosing and evaluating new information. As a dominant, which determines the type of overcoming changes in this age, is an individual susceptibility to the new (37% of the sample). Depending on the degree of positive change in the situation, people in this generation may or may not use their innovative resource. And since the assessment of new events in most of them is negative-generalized (55% of cases), only 22% of the entire sample reveal its susceptibility to the new in productive innovation.

The older generation combines in its experience the overcoming of change-related situations, a meaningful-intensive type of detection of new information, which is evaluated mainly by the negative-generalized and the initiating-transformative type of activity within the framework of this situation. Moreover, innovative activity rarely acts as the dominant component of susceptibility to the new (25.4% of cases), the greatest contribution to the implementation of innovative opportunities makes the epistemological component (59.2% of cases). The assessment of the new estimates only 13.5% of the cases of overcoming new situations.

We have developed a program of development of personal qualities of the manager based on the use of a universal system of performance indicators.

The personalized system of balanced indicators includes: information about the personal vision of a mission, personal key roles, personal success factors, personal performance indicators and objectives, improvement measures. The system of indicators develops own self-esteem and success and stimulates constant self-improvement.

The use of the PDCA cycle, or Deming cycle, is proposed in the process of self-improvement – a continuous quality improvement model that consists of a logical sequence of four repetitive steps for continuous improvement and learning: PLAN, DO, CHECK and ACT (PLAN, DO, CHECK, and ACT).

The Deming cycle in our case is used to construct a system of self-improvement with a specific interpretation for a particular subject:

Plan: develop your own balanced scorecard; formulation of a personal, balanced system of indicators in such a way that the focus is on work and free time; creation of a system of simple goals and appropriate measures for its improvement.

Do: make all plans; engage the manager, colleagues, subordinates, clients, and / or those you trust in evaluating your results; develop their competencies to achieve created goals.

Check: analyze the results according to the established indicators of the results and their target values; find out the degree of execution of their own plans, and if necessary adjust the personalized balanced system of indicators; together with the trustee, analyze the system of indicators for forming a plan for continuous improvement.

Overcome: be prepared to overcome difficult obstacles and choose more complex goals; choose goals that are consistent with new competencies and knowledge when previous improvements are no longer inspired; get pleasure from the process of improvement; write down everything you've learned; watch for improvement of their actions and skills of thinking.

Conclusions. In accordance with the tasks we set: was defined the content of the concept of individual susceptibility to the new; external factors and personality features that influence the character of individual susceptibility to the new were disclosed; methods of development of individual susceptibility to the new were characterized; means of evaluation of individual susceptibility to the new were revealed. We consider the question of checking the effectiveness of the identified methods of developing susceptibilities to new teachers and heads of educational institutions perspective.

In accordance with the tasks we have analyzed the age-specific peculiarities of individual susceptibility to new ones; the program of development of personal qualities of the manager was developed on the basis of use of the universal system of indicators of activity. We consider verification of the

effectiveness of the proposed program of development of personal qualities of the manager on the basis of the use of a universal system of performance indicators, and development of a corporate program for developing susceptibility to a new one, taking into account the results obtained in relation to the age-specific characteristics of individual susceptibility to the new very perspective.

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THEORETICAL BASIS OF MEDIA EDUCATION

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Abstract. *Media education is the subject of research of a number of domestic and foreign scholars; each of them offers their own definition of the term "media education". The article is devoted to the problem of developing of media education. The author examines interconnection of main notions of media education using the explorations of Ukrainian and foreign scientists.*

Keywords: *media education, media literacy, media culture, information society.*

In modern information society mass media affect every person's lives and to a large extent determine the character of behavior and life activity. They penetrated into all spheres of the modern world including education. In recent decades, researchers are paying more attention to the issue of media education. The rapid development of information and communication technologies requires special training of individuals to skillful and safe use of these technologies.

In May 20, 2010 decree of the Presidium of the National Academy of Pedagogical Sciences of Ukraine approved the Conception of implementation of media education in Ukraine. According to which, “there is an urgent need for the development of media education, one of the main objectives of which is to prevent the person's vulnerability to media violence and media manipulation,