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**PROFESSIONAL CULTURE OF A MODERN HEALTH  
CARE PROFESSIONAL AS A SCIENTIFIC PHENOMENON**

*Odessa, Ukraine*

*Abstract. In connection with the reform and restructuring of the health system, and taking into account the trend toward dehumanization of medicine, it seems that the medical practitioner who is a true professional will be requested in the highest degree. Professional values that are being promoted by the media, are often antithetical to the*

*values that the best representatives of the national medicines do possess. Due to the fact that the social environment influences the young person stronger than the educational system, creation of conditions in educational institutions, which form the professional culture of the future specialist, is particularly important.*

*Possession by the professional culture of necessary personal qualities, values and spiritual and moral guidance which are important to a particular profession, will provide social significance, meaningful work of the specialist, the ability to maximize the use of the whole scope of his professional knowledge and skills.*

*In this article, the aspect of the professional culture content is considered from the point of view of different scholars. Particular attention is paid to the moral component of professional culture, as it occurs in daily practice, and also creates a foundation on which is based the general and professional culture of the healthcare worker.*

*Considerations set out in this article understand the professional culture as a part of the general culture of the society, and also as the personal qualities of the professional that reflect mastery of specific theoretical knowledge and some practical skills that this person can apply on the basis of his spiritually-moral guidance already formed.*

*Analysis of the scientific literature studying the theory of professional culture, which has been done in this article suggests that the formation of a professional culture may be possible only in the assimilation of the general human culture, its values, learning professional skills, and subject to the creative implementation of professional knowledge, the effective application of methods to achieve professional goals, possible to predict the outcome and consequences of your own work. Professional culture serves as a criterion of the personality's moral and development of the appropriate system of values.*

**Keywords:** *culture, medical practitioner, professional culture, moral culture.*

An important problem of the educational policy in Ukraine is the problem of formation of the professional culture of specialists in general and the medical ones in particular. The demand for health care personnel with high professional culture under the conditions of a current tendency of the dehumanization of medicine in connection with the reforms and restructuring of the health care system, of course, is great. Professional qualities, values, promoted by the mass media, are often the opposite to those that have traditionally been appropriate to the best representatives of domestic medicine. Taking into account the fact that the influence of the social environment has a strong impact on the educational system, a special importance is in the establishment of educational environment in medical schools, encouraging the formation of the professional culture of a future specialist, due to which there is a need to consider the concept of the professional culture as a scientific phenomenon.

Specificity and objectives of the professional culture were studied by A. Anischenko, G. Ball, S. Batyshev, V. Strelnikov and others. Mechanisms, trends and conditions of the individual components of the professional spiritual culture were studied by E. Artamonova, B. Bratus,

N. Schurkova, the ones of the moral and aesthetic culture - by N. Krylova and G. Tarasova, the ones of the professional and psychological culture – by N. Lifintseva, the ones of the communicative culture – by G. Sagach and S. Sarnovskaya. The attention of the researchers was attracted by the issues of medical ethics and its combination with the professional culture. The issues of medical ethics were studied by Y. Vilensky, A. Grando, N. Kasevich, V. Moskalenko, P. Nazar, N. Pasechko, M. Popov, I. Senyuta and others.

*The aim* of the article is the analysis of studies of the theoretical aspects of the professional culture of a specialist.

If we consider the culture as a system, it “is an integral formation, which is determined by the interaction of subsystems of culture: material, spiritual and organizational culture of the society and culture of the personality, social, economic and technological culture, moral, aesthetic, ecological and biological, exo (outer) - and endo (inner) cultures, etc.” [11, p. 79]. One of the sub-systems of the culture, the most important for the disclosure of a full-value member of the modern society is the professional culture. The basis of the professional culture is knowledge and values, elaborated by a specific socio-professional group and fixed in the tradition of its life activity.

According to the definition, provided by the culturological dictionary, the professional culture “characterizes the level and quality of the professional activities that depend on the socio-economic condition of the society and good faith in acquiring specific knowledge, skills, specific profession and their practical use” [10; p. 173]. In the opinion of A. Kapskaya, the professional culture, in addition to the necessary knowledge, abilities and skills, includes certain personal qualities, standards of relation to the various components of professional activity [9].

S. Druzhilov “... considers the professional culture of a specialist as an integral personal and pragmatist characteristic of the subject of professional activities” [6, p. 25]. And then, the same author: “Talking about the professional culture, we mean by it, on the one hand, a specific culture of the professional community, and, on the other hand, a specific culture of a person-representative of this profession. The first one includes the methods for the organization and development of the professional activities, presented in the products of material and mental labor, in the system of professional values, professional norms and beliefs, professional traditions that determine the attitude of specialists to the subjects and objects of their activities, themselves. The second one is considered as a

result of mastering the basic elements of the professional culture of community by a specialist, as a result of professional socialization and professional identity” [6, p. 5].

The analysis of the scientific and pedagogical literature has shown that there are different approaches to understanding of the structure of the professional culture. Thus, according to the first approach (L. Bogdanov, V. Lednev), the professional culture is limited to professional skills, abilities, and knowledge, and the cultural aspect of the activity is provided by the general culture of the individual. In reference to our research the approach of I. Model is of present interest. The scientist distinguishes two components in the structure of the professional culture – praxeological one (skills, abilities, knowledge, professional consciousness and world view), and spiritual one, the elements of which are professional morality and professional aesthetics, i.e., moral and aesthetic cultures.

S. Isaenko, a Ukrainian researcher of the problem of formation of the professional culture of future engineers from the positions of axiological, activity and personal approaches, makes a conclusion that “professional culture is an integral personal formation, the essence of which is the dialectical connection of all elements of the culture of the individual ... and manifests itself in the sphere of professional activity and communication” [8, p. 28].

Many scientists are paying attention to the interconnection of general and professional cultures, identifying the latest as an integral part of the general culture. In the opinion of I. Isayev, the professional culture is based on a common culture of the personality. That is what, according to the scientist’s opinion, gives you an opportunity to position culture on the whole in the sphere of professional activities and personality of a specialist. In this regard, the scientist understands the professional culture as a system of universal ideas, professional and value orientations and personal qualities, universal learning styles and humanistic technologies of professional activity [7]. Due to the professional culture we can see an entrance of a personality in the social relations and practice of activities. At the same time the person has a process of certain changes, stipulated by the profession, which appear in the very activities of the person, his (her) attitude to his (her) work, to others and to himself (herself). An important indicator of mastering the professional culture is a manifestation of the individual labor activity, the intensity of its operation, attitude of mind to the interrelationship with colleagues, mutual assistance in carrying out

joint work, etc. This process of social communication provides understanding among people, their mutual enrichment.

The professional culture is interconnected with a common culture, but it has its own distinctive features. “If the general culture of a personality, as M. Vilensky indicates, reflects the breadth of acquisition of value content of spiritual and material culture, the degree of involvement of the personality in the creation of their values, willingness and ability to their production, then the professional culture of the personality reflects a manifestation of the general culture under the specific conditions of professional activity” [3, p. 28]. This specificity of the professional culture has two displays - conservative and a creative one. As N. Berdyaev noted, in every culture there are two principles – a conservative one, referring to the past and maintaining a contact with it, and a creative one, turned to the future and generating new values [11]. The conservative elements, such as rules, regulations, traditions and others become an integration mechanism of the professional culture and preserve the specificity of the profession and the organization. It is important to note that the professional culture is manifested in the maximum extent only when specific methods and technologies of activities are combined with moral and psychological traits and qualities of a specialist. The professional culture is based on common spiritual and moral values, rules and regulations, as well as on the ways of human interaction as a unit of the social system to which it belongs.

Moral relations are an organic part of the routine practice of the professional activities and create the emotional background, on which the general and professional culture is based, that shall be subject to and conform to the humanistic principles of morality. The highest criterion in the activities of a professional is the appeal to those samples, ideals, models, which by their nature and form are the basis for all the cultural and historical process.

As noted by V. Vichev, moral culture “... lies in the ability of a personality to consciously and voluntarily implement the requirements of moral standards, to carry out the goal-directed behavior that is characterized by a harmonious combination of appropriate personal and public interests” [4, p. 51]. A personality can be regarded as a professional, when his (her) activity is filled with real aesthetic content when professional and moral principles merge together. That is what gives the universal and general cultural status to the professionalism, making it the expression of the general level of culture and an indicator of its development.

Exploring the professional culture from the axiological position, G. Bezrodnaya introduces the term “professional and moral culture”, which is defined as a measure of development and practical use of the standards of professional ethics by specialists in their daily activities [1].

F. Scherbak uses a similar term, paying special attention to the unity of professional, social and moral aspects in the manifestation of the personality culture. The scientist identifies three factors that lead the professional culture to mastership, qualification and special knowledge and skills:

- availability of a stable system of organization of activities that provides high-quality results of activities;
- social and personal significance of the results of professional activities do not resolve themselves into the economic indicators;
- integrated manifestation of personality in the work [13].

T. Gulieva in determining the professional culture assumes of the consideration of a profession as a particular social and cultural phenomenon. In accordance with it, the cultural meaning of the profession is manifested in objects, means, and professional activities, and the professional culture of a specialist is manifested in his (her) professional picture of the world (subjective image of an objective professional activity), the concept of professional life (value orientations and professional orientation) and individual style of spirituality (values that a specialist approves by his (her) own professional activity) [5, p. 7].

Thus, the availability of professionally important qualities and personality traits, values, and spiritual and moral guidelines specific to a particular profession in the characteristics of the professional culture provide social importance, the appropriateness of a human activity, the possibility of an optimal manifestation and development of professional knowledge and skills.

There are scientists who believe that one of the main indicators of the professional culture is a culture of communication. It is a means of ensuring the effective labor activity, compliance with sincere human relationships both at work and outside it, understanding, and respect for the general and service etiquette, rules and regulations of the human society and behavior. In accordance with it, Yu. Chernova understands the professional culture as “the measure and method of creative self-realization of a specialist in various types of professional activities and professional communication, aimed at assimilation, transfer and creation of professional values and new technologies” [12, p. 30]. It is the

communication of professionals that can effectively carry out the professional activities, critically assess its consequences and can get life and professional experience, achieve excellence in the chosen profession. There are professional relationships that occur during professional communication, and combined with the quality of the activities, form the professional culture, which is manifested as culture of labor relations, as the responsibility for its own business and as respect for colleagues at work.

The set-forth material allows us to understand under the professional culture a variety of the general culture of the society and personal education, which reflects the degree of a person's acquisition of specific theoretical knowledge and practical skills of performing certain types of activities, carried out on the basis of the existing system of certain values and spiritual and moral bearings.

Thus, the analysis of the scientific literature dedicated to the theoretical aspects of the professional culture of the personality leads to the conclusion that the formation of the professional culture becomes possible on the basis of human exploration of the general culture, the admission to its achievements, the acquisition of professional skills, creative implementation of professional skills, effective use of means and methods of achieving the professional goals, the ability to foresee the results and consequences of their work. The professional culture serves as a criterion of morality of a personality, the formation of the corresponding system of values that make a person take responsibility for professional activities, personal and civic self-expression.

Consideration of the theoretical foundations of the professional culture will not be complete without examining the substantive component of the professional culture on which our future work is focused on.

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