

**LINGUODIDACTIC ASPECTS OF FORMING SOCIOCULTURAL  
COMPETENCE OF STUDENTS IN HIGHER EDUCATION OF  
UKRAINE**

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**Abstract.** The article outlines the features of journalistic style of the text as a means of socio-cultural competence of students in higher education. The criteria of selection of journalistic material in didactic purposes, revealed the main stages of the study and revitalization of the language in a text-based, developed the basic directions of work of journalistic text.

**Key words:** *journalistic style, communication objectives, socio-cultural competence, journalistic text analysis, reading a line of text.*

Brief review of publications on the theme. The problem of the formation of socio-cultural competence in the process of education is investigated by many scientists-methodologists, which includes oral communication in the foreign language at school (M. V. Baryshnikov, O. O. Bondarenko, L. P. Holovanchuk, O. O. Kolominova, Z. M. Nikitenko, O. H. Oberemko, O. M. Osiyanova, M. A. Salanovych) and university education of linguistic (N. F. Borysko, L. S. Dimova, O. I. Selivanova, T. P. Cherepanova, T. O. Yahnyuk) and non-linguistic professions (N. B. Ishhanyan, V. M. Topalova). Existing studies do not cover all the aspects of the problem in question, especially it is topical for the teaching of reading, which refers to the publicist texts (newspaper and magazine article) as the material of its formation.

**The aim** of investigation is theoretical grounding, practical development and experimental checking of the suggested method of the formation of socio-cultural competence with the help of publicist texts in future teachers.

Materials and methods: analysis of newspaper and magazine articles for the selection of the textual material with high and medium socio-cultural potential; experimental teaching with the aim of the effectiveness of the suggested method.

The results and their approbation. The main results consist in the selection the the language and speech material targeted at the formation of the socio-cultural competence with the help of various newspaper and magazine articles, the compilation the complexes of exercises for various themes, creation of the corresponding methodological recommendations.

It is known that human existence – active process aimed at the transformation of the world and domestic (destination change is myself sender). Communication

– the exchange of information as a goal and the result – one of the varieties of quality implementation of which depends on the level of communicative competence of its members. However, as rightly observed G. V. Kolshanskyy, it is not isolated statements, and system "associated with systematic human knowledge about the world and meaningfulness of knowledge in the verbal communication". According to the researcher, the unit of communication, which is the bearer of complete information should be structured is text [3, p. 90].

Journalistic style – functional kind of literary language – means a sufficient set of genres (monologue and dialogue form) highlights a number of issues: socio-economic, cultural, educational, moral, political, used in various spheres of public life. It is implemented in a journalistic style language function impact – agitation and propaganda, which combines purely informative function – news reporting. This is reflected in its language features: the author deliberately chooses from the set of tools are the ones who attract attention, it becomes necessary to include specific language that requires explanation, and sometimes deployed comments and other texts and their sources or events (intertextuality and allusion). A characteristic feature of journalistic style combination is considered standarting and emotion, but recently idealization this combination seems somewhat artificial because the text layer of dialect, slang, taboo (although with some bills and "apology" author), outranged vocabulary and rhetoric grows. This should pay attention when using journalistic material as an object of study and learning tool. As journalistic style and genre types of texts and their means of execution which they operate, perform influential in society function, the importance of this stylistic layer to the educational process does not cause controversy. We believe the obvious efforts of national linguistics to keep up with the theoretical development of language problems and trying to work towards going beyond the formal study of sentences and build on new foundations motivated communicative language teaching students (In the methodological literature much attention to the text (different styles) as an object or means of training[2])(certain methodological developments in the magazines "Dialogist", "Ukrainian language and literature at school", etc.), served a wide range of communication tasks of training and creative nature. This is to avoid a situation where processes the study of language units and formation of language skills develop in parallel and often do not overlap. The importance of implementing journalistic texts in the educational process partially considered in psychological and educational research S. Rubinstein, A. Leontyev, V. Kan-Kalyk, Y. Babanskii more. Methodological aspects study journalism observed in the works of Buhayko T. and F. Buhayko, E. Pasichnyk, N. Voloshin and others. However, in a huge variety of text-oriented methodological advice and assistance tasks for the teacher still find little devoted to journalistic texts aimed not only to the ability to create text using a specific set of linguistic resources, but also to distinguish quality from poor sample; intended to form immunity to excessive

fervor and piety; understand complex copyright reference (intellectual development of the individual student) and to understand the importance or harmful drugs, which are full of modern journalistic one. We can't agree that the task of journalistic text – meet academic achievement, developing and educational goals simultaneously with the introduction of all the declared program of principles and approaches.

Because journalism around us, brings down from generation to generation, forms or deforms aesthetic taste, there is a need in particular to her approach, and therefore, in the uncovered quality criteria journalistic material which should be chosen in a didactic purposes, as well as developing the main areas of methodological work aimed not only at identifying and reproduction of texts journalistic style, but on analysis and creative approach to their creation. These are all urgency provided intelligence that does not pretend to solve all the possible problems of teaching, but only gives a number of issues that need to be addressed. The main objectives of this paper were: to establish criteria for the selection of didactic texts; develop the main directions of work of journalistic text.

To some extent, depending on the genre and style of the text - is a carrier of convent (in usual, as related to the principles, traditions, customs and rituals that define the specific culture) information not only at the level of the structure of the speech to ensure its structural and communication integrity (for A. I. Moskalska which identifies three "integrity" of the text [6]), but also the integrity of the content, which includes semantic category (concept), semantics and logic of the text. This view essentially text vividly illustrated the tasks aimed at opening its structural integrity and communication that develops almost every textbook. Text-based language learning allows you to consolidate and deepen learned the lessons of literature the concept of genre and style skills to work tenure speech process. As rightly said Bakhtin, "any style is inextricably linked with the statement and the typical forms of expression, that is, speech genres" [1, p. 240], and "the choice of a speaker grammatical forms is a stylistic act" [1, p. 244].

In our view, the text in the formation of speech competence can be considered: 1) as an object of study (with specific structural and functional-pragmatic features of constituents); 2) as a means to study registration validity and level of knowledge (realizing socio-cultural content line language learning); 3) as a receptor by its producers (the problem of intertextuality, texts variation due to different levels of perception and possible transformations); 4) as a means of influence aimed at transforming reality (implementation tool of influence is clearly embodied in particular in the texts journalistic style). Increasingly in the scientific and methodological quests use the term "discourse". It seems reasonable to include it in the process of improving the skills of speaking students. This means that the heading of "general cultural discourse" (providing

socio-cultural content line, declared in the curriculum) to its different types (e.g. advertising, scientific, journalistic, political, family). We actualize and deepen in acquired by students in the classroom literature concept of speech genres (the rules of construction are born and texts).

For the selection of appropriate journalistic text issued following criteria: 1) the present text of curiosity and because of the linguistic and socio-cultural content (as stylistic design journalistic texts varies with age); 2) compliance with the age and intellectual development of students (the presence of an acceptable level of intertextuality, metaphor); 3) educational and aesthetic value.

Testing of skills of the easiest means to carry out journalistic style still on printed samples (visual material better perceived and remembered). Before the reading process, students have to know in advance what they are looking for and what it can be in form and content. Then the identification process works smoothly.

It may give the impression that to be able to read – it is right to read the signs. However, experience shows that students who have not learned the "art of reading", have significant problems during their studies in higher education. They were surprised to discover for themselves, demonstrations of reading, reading, viewing, scanning, skimming (panoramic and selective). It is clear that "different types of texts require different ways of reading, different mappings are receiving semantic information" and therefore there is the problem of "the formation of this type adequate reader text reading strategy" [5, p. 43].

The problems associated with reading, you can apply for the levels, starting 1) with individual units and ending text 2) of the integral text of its "surface structure" to "deep structure", for example:

1. Work with the title.

As noted by A. Krasnoyarova, exploring the structure of the journalistic text "title - the same clothes in which the reader encounters the text. It directs the reader reports as referred to in the text, and draws the reader's attention "[4, p. 101]. The title can be viewed as a stand-alone or subordinate to the text tool. So we can offer such forms of work, to make a "passport" newspaper or magazine (based on titles); follow the pattern and frequency of certain types of headlines in the print media of various thematic and ideological lines; define the basic language features that appear in journalistic headlines (figuratively, painted vocabulary, synonyms, antonyms, proverbs and sayings, quotes, conversational elements and phonetic morphological means of expression, tracing, transliteration); determine the type of title; align the different types of headers at the same text explain how readers can change the attitude of the text changes depending on the title.

2. Work with the structure of the text, select paragraphs of text make a plan; define the logical sequence of presentation of information and argumentative parts of the text and so on.

3. Analytical and modification work: to predict all of the text or the content has not read part under a) title, b) the previous parts; Edit text; replace individual words or phrases or more expressive; set the normative journalistic text in terms of literary language and the laws of building a variety of genre; view the text and determine what kind of expression prevail and so informative. etc.).

4. Work with precedent texts: consider a journalistic text) as transformer texts created in other styles, b) as a means to meet the aesthetic and intellectual needs; complete the task of establishing the sources of journalistic intertextuality text; practice typing "another texting information" to the journalistic text;

5. Working with language means "positive" (dressing) the nature and redundant units and pejorative investigate 1) use a neutral word or term in a figurative sense; 2) use evaluation vocabulary multiple meanings, synonyms, antonyms; trained to detect errors in the use paronyms; examine ways irony used by the author; determine whether you can avoid eating certain pejorative statements without significant qualitative change in the meaning and intention of the text.

**Conclusions.** Thus, the base text at various stages of study of style and genre varieties can be used in different ways. The development of communication skills students will provide exercises and tasks for developing abilities to read in different ways (fast, slow, surveillance, selectively, analytically, loudly, clearly and silently) say appropriate, clearly, clearly, correctly; justified use communicative language means and isolate them in the texts of different types, styles and genres. The main areas of work of journalistic texts that are presented in exploration focused mainly on reading, see the following: work with the title, the structure of the text, analytical and modification, of precedent texts, linguistic means. Among further methodological problems it is necessary to work out other types of speaking (speaking, writing, listening) and the definition of quality criteria journalistic text and design problems in their implementation.

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## **ON THE IMPROVEMENT OF THE METHODOLOGY OF ENGINEER STAFF'S GRAPHIC TRAINING ON THE BASIS OF OPTIMIZATION OF PSYCHOLOGICAL AND PEDAGOGICAL APPROACHES**

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***Abstract.** Questions of taking into consideration psychological and pedagogical principles are essential for improving the methodology of engineers' graphic training at the present stage of reforming higher educational system. Development of abilities to correctly perceive, create, as well as store and transmit any technical graphical information are top priorities of graphic training of professional engineering education. What is necessary for developing professional graphic competences is a complex combination of traditional and active learning methods.*

***Keywords:** methodology, psychological and pedagogical approaches, engineer staff, professional competences*

At the present stage of reforming Ukrainian higher educational system implementation of European and world achievements into domestic practice of training implies a detailed study of subjects on the basis of a broad introduction of new informational technologies into the educational process and improving the quality of education, as well as forming a competency-based approach to teaching. An effective system of education is a major factor in ensuring sustainable growth and development of the economics and society which involves the issues of training professionally competent engineer staff in any area.

***The aim** of our study is to analyze and summarize the results of experiments on the effect of quality of graphic training and psychological motivation of technical colleges students which contributes to the effectiveness of their professional competences development. Long-term practice of teaching and exchange of experience in the methodology of graphic disciplines at leading universities of Odessa has shown that the formation of professional competence*