The article discussed the process of future mass media specialists' professional culture development. It outlined the aspects of professional culture and defined its essential functions for the media experts' work. The paper analyzed the critical principles of the model development that help form future media specialists' professional culture. The author presented the practical experience of educating students in journalism major at the Zhytomyr Ivan Franko State University. The paper noticed that forming the professional culture of future mass-media specialists is a systematic process involving developing personal qualities and considering all professional tasks, requirements, and their implementation through forms and methods. The article argued that the process of future mass media specialists' professional culture should be considered at different levels of development. The initial level is conditionally characterized as information, where the degree of formation of the system of professional knowledge still needs to be more profound; professional abilities are in the formation stage.

Furthermore, professional knowledge and skills are sufficiently formed at the intermediate level, but the ability to quickly solve production problems is developed at the level of standards. Finally, the higher level of professional culture forming is characterized by a broad professional outlook, a large amount of professional knowledge, interests, skills, a creative understanding of the production situation as a problem, and the ability to solve it efficiently, creatively, and effectively. To achieve a positive result in shaping the professional culture of the future mass media specialist, it is necessary to develop at the state level the concept of forming the professional culture of mass media professionals and create a model of their activities. Specific examples have shown that the professional culture of future mass media professionals should not be simplified into a system of specialized, highly professional knowledge and skills. The article emphasized that, within the framework of educational and journalistic activities, it is essential to create a system of conditions and means necessary for the effective formation and professional culture of the future mass media specialist improvement at the government level.

**Key words:** professional culture, future mass media specialists, journalist, personality, formation, development, mass media.
У статті, на основі аналізу наукових джерел та власних досліджень, розглянуто проблему формування професійної культури майбутніх фахівців мас-медіа. Охарактеризовано аспекти професійної культури. На основі компонентного аналізу професійної культури майбутніх фахівців мас-медіа виділено три головні елементи: професійний, соціальний і духовно-моральний, які містять кілька складників. Зазначено основні функції професійної культури фахової діяльності ЗМІ. Проаналізовано принципи для розроблення моделі формування професійної культури майбутніх фахівців мас-медіа. Презентовано практичний досвід підготовки журналістів на базі Житомирського державного університету імені Івана Франка. Акцентовано увагу, що для формування та розвитку професійної культури студентам спеціальності "Журналістика" необхідне отримання "живих" практичних порад, тому на базі профільної кафедри університету створено й реалізується навчальний проєкт для майбутніх журналістів "Такого у книгах не прочитаєш". Зауважено, що базова професійна освіта є тим фундаментом, який закладає основи загальної та професійної культури фахівця, а також розширює світогляд, спонукає до реалізації власного потенціалу в медіа-галузі. Саме міждисциплінарні зв'язки спрямовані на формування цілісної системи фахових знань, умінь майбутнього фахівця мас-медіа, розвиток професійних здібностей тощо. Резюмувалося, що формування професійної культури майбутнього фахівця мас-медіа – це системний процес, що передбачає розвиток особистих якостей і врахування всіх фахових завдань, вимог та їх реалізацію через форми й методи. Наголошено, що в рамках освітньої та журналістської діяльності важливо створити систему умов і засобів, необхідних для ефективного формування й удосконалення професійної культури майбутнього фахівця мас-медіа на державному рівні.

**Ключові слова:** професійна культура, майбутні фахівці мас-медіа, журналіст, особистість, формування, розвиток, ЗМІ.

**Introduction of the issue.** The information war in Ukraine constrained the creation of high-quality mass media outlets based on reliable materials, which requires the creation of modern strategies for developing professional education. This leads to in-depth approaches to the professional study culture of media professionals and its components. The professionalism of future editors and journalists is based not only on the possession of knowledge, skills, and abilities but also on the constant striving for improvement, branding, and a professional attitude to journalistic activity. In this context, forming a professional culture of future media professionals is of particular relevance culture of future media professionals with independent critical thinking, able to make responsible decisions independently, to work freely in an open civilizational cultural and social space based on fact-checking, etc.

A high level of professional culture development requires a new approach in the formation of the professional culture of the

**Постановка проблеми.** Інформаційна війна в Україні спричинила необхідність створення якісних мас-медіа на основі достовірних матеріалів, що потребує розроблення сучасних стратегій розвитку фахової освіти. Це зумовлює застосування глибинних підходів до дослідження професійної культури фахівців мас-медіа, її складників. Професіоналізм майбутніх редакторів та журналістів базується не лише на володінні знаннями, уміннями, навичками, але й на постійному прагненні до вдосконалення, брендуванні, професійному ставленні до журналістської діяльності. У цьому контексті особливо актуальності набуває процес формування професійної культури майбутніх фахівців мас-медіа із незалежним критичним мисленням, здатних самостійно приймати відповідальні рішення, вільно працювати у відкритому загальноцивілізаційному культурно-соціальному просторі на основі фактчекінгу тощо.

Нового підходу у формуванні
future specialist, which means the "equipment" of the specialist's intellect with professional knowledge, the social significance of the activity, a sense of responsibility for its consequences, the need for cognition of social reality and oneself as a professional.

**Current state of the issue.** Theoretical, methodological, and historiographical aspects of the problem of specialist professional training were highlighted in the works of O. Antonova, S. Vitvytska, S. Honcharenko, O. Dubaseniuk, N. Nychkalo, and others. Domestic and foreign scientists considered various aspects of the formation of professional culture from the point of view of the philosophy of education (I. Ziaziun, V. Kremen, P. Saukh, etc.); ideas of the formation of professional culture in the European educational space (F. Vashchuk, L. Vorotnyak, L. Danilova, L. Peretyaga, etc.); conceptual foundations of professional training of future media specialists (N. Zelinska, Y. Yelisovenko, A. Kapelyushny, V. Rizun, M. Tymoshyk, etc.). However, in modern industry literature, there is a need to work on forming the professional culture of future media professionals.

**Outline of unresolved issues brought up in the article.** The analysis of scientific results has shown that the expansion of the range of applications of editorial and journalistic professions is constantly increasing.

**Aim of research** is to outline the theoretical and practical experience in forming the professional culture of the future media specialist.

**Results and discussion.** The issue of forming the professional culture of future media professionals requires, first of all, defining the essence of the concept of "professional culture." According to the dictionary of cultural studies, professional culture characterizes the level and quality of professional activity, which depends on the socio-economic status of society and conscientiousness in mastering certain knowledge, skills of a particular profession and their practical use” [5: 173]. The basis of professional culture is the knowledge and values developed by a specific socio-professional group and established in the professional culture of the future media specialist.
The concept of "professional culture" is considered based on the "Encyclopedia of Education" (edited by V. H. Kremen), where it is indicated that professional culture includes a set of principles, norms, rules, and methods that have formed historically, regulate the process, activity a person and the basis of professional culture consist of knowledge and values produced by a specific socio-professional group and established in the traditions of its life activities [2: 724]. In addition, the "Ukrainian Pedagogical Dictionary" (edited by S. Honcharenko) confirmed that professional culture should be understood as the level of education, education of people, as well as the level of mastery of some branch of knowledge or activity [7: 182].

According to many scientists, the professional culture of future mass media professionals should be considered in the system of higher education as a set of structural and functional components that reveal the variety of connections between them. Thus, A. Kapska characterizes aspects of professional culture, outstanding value (axiological), and technological and personal-creative [4: 48]. Analyzing the content of individual components, we considered it appropriate to describe them in more detail. The axiological component of the formation of the professional culture of future media professionals is formed by a set of values created by humankind and included in the holistic journalistic activity. In the educational process, future media workers master ideas and concepts and acquire knowledge and skills that make up the humanistic technology of professional work. The method of constant evaluation, the rethinking of universal values, the transfer of general ideas to new conditions, the ability to see the latest in the old, known, to evaluate it, the principles of morality that produce humanism of relations, public and social responsibility, spiritual culture. All this constitutes the integrity of the component of the professional culture of future mass media professionals.

The technological component of professional culture unites the methods, techniques of professional activity, which reveal the ways of implementing specialized functions.
The technological component of the professional culture of future journalists combines the methods and techniques of professional media activities that reveal the ways of performing specialized functions. The specialist's possession of techniques and means determines his professional culture. Among the necessary skills and knowledge is the ability to work with a team; the ability to organize and implement a particular case; the ability to listen and hear; the ability to think logically and present facts convincingly; self-improvement skills; operational activity as a manifestation of knowledge of the methods of action, analytical and functional abilities of fact-checking.

In the plane of the study, the emotional and creative component is an appropriate unity of self-development processes, analysis of modern values of professional activity, a new rethinking of the "picture of the world," the desire for change and innovation, and also involves the transformation of the "portrait of a journalist". It should be noted that the essential professional qualities of future media professionals (according to V. Zhyhir, O. Cherneh) are professional erudition (a stock of modern knowledge that a specialist flexibly applies to solve professional problems); professional goal setting (the need for planning their work, readiness to change tasks depending on the professional situation); professional intuition (quick decision-making, taking into account the foresight of further development of cases without a detailed conscious analysis) and skilled improvisation (the presence of the unexpected in the decision and its instant implementation, the process of creation and application with a minimum gap, which is an effective means of developing the creativity of a specialist).

Component analysis of the professional culture of future media professionals made it possible to identify three main elements: professional, social and spiritual-moral, which contain several components. Thus, professional culture is minimal and is actually the result of a specialist mastering the disciplines and technologies of work. It is worth noting that the formation of the professional culture of a media specialist.
professional culture of future media professionals can be seen as the development of professional knowledge and skills; as the cultivation of the individual’s ability to think creatively and continuous self-improvement, self-education, as the development of certain qualities (erudition, patriotism, tolerance, etc.). We emphasize that the culture of media professionals as an integral indicator is the interaction of all the above components.

Extremely valuable in this context is the opinion of I. Ziaziun, who argues that the final result of education is the inner state of a person at the level of the need to learn new things, acquire knowledge, produce material and spiritual values, help others, to be a good creator in professional activity. Education’s highest result is the nation’s spiritual state and the growth of national consciousness [3: 8].

The professional culture of the future media worker assumes the presence of modern thinking, which implies the abilities to do the following: to independently analyze phenomena and processes, to see the prominent and unique, to abandon clichés and inertia in reasoning, to compare facts and publish reliable information. Under such circumstances, the formation of professional culture of future media professionals can be characterized: firstly, as the acquisition of professional knowledge and skills by the individual, when they are organically combined with knowledge of the socio-cultural situation and constitute the worldview of a media professional; secondly, as improving the ability of the individual to think creatively and constantly improve themselves, self-education; thirdly, as the cultivation of personal qualities (intelligence, spiritual culture, patriotism, erudition).

Formation of the professional culture of future mass media specialists involves fundamental methodological and worldview training; thorough humanitarian training; theoretical and practical training in specialized disciplines; creative training by profession; formation of skills of independent creative activity, and branding.

We consider it appropriate to examine future media professionals’ professional culture at different development levels. The initial level can be conditionally

мислення й постійного самовдосконалення, самоосвіти; як вироблення певних якостей (ерудованість, патріотизм, толерантність тощо). Підкреслимо, що культура фахівців мас-медіа як інтегральний показник полягає у взаємодії всіх вищезазначених компонентів.

Надзвичайно цінною в цьому контексті є думка І. Зязюна, який стверджує, що кінцевим підсумком освіти є внутрішній стан людини на рівні потреби пізнавати нове, здобувати знання, виробляти матеріальні й духовні цінності, допомагати ближньому, бути добрим творцем у фаховій діяльності. Вищий підсумок освіти – духовний стан нації, зростання національної самосвідомості [3: 8].

Професійна культура майбутнього працівника ЗМІ передбачає наявність сучасного мислення: самостійно аналізувати явища і процеси, бачити головне й особливе, відмовитися від штампів та інерції в міркуваннях, зіставляти факти й оприлюднювати достовірну інформацію. За таких обставин, формування професійної культури майбутніх фахівців мас-медіа може бути охарактеризоване: по-перше, як засвоєння особистістю професійних знань і навичок, коли вони органічно поєднуються зі знаннями соціокультурної ситуації та становлять світогляд професіонала ЗМІ; по-друге, як удосконалення здатності особистості до творчого мислення і постійного самовдосконалення, самоосвіти; по-третє, як культивування особистісних якостей (інтелігентності, духовної культури, патріотизму, ерудованості).

Формування професійної культури майбутніх фахівців мас-медіа передбачає: фундаментальну методологічну й світоглядну підготовку; грунтовну гуманітарну освіту; теоретичну й практичну роботу з профільних дисциплін; творчу підготовку за фахом; формування навичок самостійної творчої діяльності, брендування.

Вважаємо за доцільне розглядати професійну культуру майбутніх професіоналів медійної галузі на різних рівнях розвитку. Початковий рівень
characterized as informational, where the degree of formation of the system of professional knowledge is not yet deep enough; professional abilities are in the formation process. Middle level - professional knowledge and skills are sufficiently formed, but the ability to quickly solve production problems is developed at the level of standards. The highest level is characterized by: a broad professional outlook, a large amount of professional knowledge, interests, and skills, a creative understanding of the production situation as a problematic task, and the ability to solve it productively, creatively, and effectively.

However, primary professional education is the foundation that lays the foundations of the general and professional culture of a specialist. It is the interdisciplinary connections aimed at forming a comprehensive system of professional knowledge, skills of the future professional in the mass media industry, development of his professional abilities, etc. Therefore, effective for the formation and development of the professional culture of future media workers based on Zhytomyr Ivan Franko State University, we define theoretical (different types of lectures), practical (laboratory work, seminars, independent work, educational and production practice) and practice-oriented (training, workshop, talk show, book trailer, participation in projects) forms of education. For example, we direct students' independent work to implement an innovative form such as the publication of the scientific and methodical journal "Editor's Chest". It is a universal project that includes creative works of students under the headings "From a scientist," "For experts to note," "Interview with ...", "This is important," "Visit at ...", "Let's read together," "Practical tips," "Fun work" and others. "Editor's chest" is a conditional edition of the publication. The final result with a set deadline is a magazine in an electronic version, which can be consulted in the electronic library of Zhytomyr Ivan Franko State University.

For public speaking and discussion skills, future mass media specialists should implement a talk show (an interdisciplinary, interactive form of communication) to
organize the educational process. For example, within the framework of specialized academic subjects, we conduct talk shows based on the generalization and systematization of educational material on professional issues, during which there is a practical approbation, the results are argued in a collective discussion, etc. We note that the conduct of a talk show involves the formation of a problem or a goal; collecting information on a specific topic; preparation of problematic questions and participants’ speech; analysis of audience preparation.

From practical experience, a special place in the training of future journalists based on the Department of Journalism, Advertising and PR of Zhytomyr Ivan Franko State University is occupied by a book trailer (a clip for a book, the creation of a short video based on the motives of a specific printed edition to popularize it). It is worth noting that for the first time in public, a book trailer was created in 2003 for the tenth novel of Christine Feehan’s vampire saga, Dark Symphony. Now in the USA, leading movie studios are working on creating book trailers. In Ukraine, this method of advertising printed publications has been implemented since 2009. As a new tool for the book business, book trailers were the first to be used by publishing houses (Ukrainian publishing house "Grani-T"). In the future, library workers will become interested in this idea, but the book trailer did not become widely distributed, as it requires an extensive material resource [1]. Therefore, the specified form of education is used in the classes of the journalism profession based on the Zhytomyr Ivan Franko State University. As confirmation, several student works were presented at the All-Ukrainian book trailer festival "Bookfashion" (Kyiv). The work on the children’s poetry "Winter and Nicholas are visiting us" by the Zhytomyr writer Ludmila Koval in the "game book trailer" category won the 3rd place (director – Vitaly Koval, 3rd-year student; cinematographer – Viktoriya Lavrenchuk, 2nd-year student; screenwriter – Viktoriya Eismunt, a third-year student). Therefore, the specified form of education is used in the classes of the journalism profession based at Zhytomyr
State University. As confirmation, several student works were presented at the All-Ukrainian book trailer festival "Bookfashion" (Kyiv). The work on the children's poetry "Winter and Nicholas are visiting us" by the Zhytomyr writer Ludmila Koval in the "game book trailer" category won the 3rd place (director – Vitaly Koval, 3rd-year student; cinematographer – Viktoriya Lavrenchuk, 2nd-year student; screenwriter – Viktoriya Eismunt, a third-year student). For the book trailer about Maryana and Taras Prokhasko's book "Who will make it snow" – 2nd place (director – Daryna Shevchenko; cinematographer – Yulia Hlynchuk, 2nd-year student). For journalism students, such an interactive form is exciting and develops professional skills and abilities.

We emphasize that for the formation and development of professional culture, students of the specialty "Journalism" need to receive "live" practical advice from experts. Therefore, based on the specialized department of the University, an educational project for future journalists, "You won't read about this in books," has been created and implemented. This project involves informal communication with leading specialists of the Zhytomyr region about the secrets of professional activity in the media industry and establishing cooperation with students. Note that the moderators of the meeting "You won't read about this in books" are student journalists who learn to develop contacts before class and improve communication skills during meetings with experienced mass media specialists.

Primary professional education is the foundation that lays the foundations of a specialist’s general and professional culture, broadens one's worldview, and encourages one to realize one's potential in the media industry. It is the interdisciplinary connections to form a comprehensive system of professional knowledge, the skills of the future mass media specialist, the development of professional abilities, etc.

**Conclusions and research perspectives.** The professional culture of future mass media specialists is manifested in flexibility, variability, ingenuity, initiative, the courage of decisions, and behavior in professional interaction. To achieve a positive result regarding the formation of
the professional culture of the future mass media specialist in this matter, it is necessary to develop at the state level the concept of the formation of the professional culture of mass media workers and create a model of their activity.

To summarize, the formation and development of the professional culture of future mass media specialists is a systematic process that involves the development of personal qualities and consideration of all professional tasks and requirements and their implementation through appropriate forms and methods. This concept is broader and has all the spiritual potential of a media worker’s personality and intellectual, emotional, and practical-action components of his consciousness. Therefore, the professional culture of future mass media specialists should not be simplified to a system of unique, narrowly professional knowledge, abilities, and skills. Since this is a dynamic process, we consider it imperative to create a system of conditions and means necessary for the effective formation and improvement of the professional culture of the future mass media specialist at the state level within the limits of educational and journalistic activities.

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