

FEATURES OF UNDERGRADUATES SOCIAL GROWING-UP

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A comprehensive study of the process of undergraduates social growing up allowed the author to analyze its characteristic features. The following personal qualities specific for the student age and being a basis for social growing-up were considered: professional self-determination and self-actualization, purposefulness, responsibility, personal autonomy. Professional self-determination highlights career motivation, with the intrinsic motivation of the students to professional learning being the most important one. However, our results indicate that a lot of students possess extrinsic motivation, i.e. they have pragmatic goals. Due to the economical factor of the modern life, new values and standards appear in student communities and a value system perfectly characterizes undergraduate students social growing up. The analysis of our findings about students' value system as a characteristic feature of social growing-up makes it possible to draw a conclusion that vital values are highly significant for students while cultural and intellectual values are at the low level of the hierarchy of values. Consideration of characteristic features of undergraduates social growing-up helps to reveal the identity of this process and will be taken as a basis of determining pedagogical conditions contributing to social growing-up of undergraduate students.

ЛИНГВОДИДАКТИЧЕСКАЯ МОДЕЛЬ ОБУЧЕНИЯ ИНОЯЗЫЧНЫМ СРЕДСТВАМ СОЦИАЛИЗАЦИИ

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Рассматривается понятие социализации в иноязычной среде в профессиональной сфере специалиста по связям с общественностью. Описана теоретическая модель обучения иноязычным средствам социализации, включающая концептуальные основы и структурно-функциональные элементы. Модель построена на основе трех подходов: коммуникативно-деятельностного, компетентностного и социокультурного. Цель обучения иноязычным средствам социализации определена как формирование способности и готовности специалиста по связям с общественностью к социализации в иноязычной среде; в соответствии с этой целью определены задачи и специфические принципы обучения. Обучение коммуникативному поведению как макросредству социализации, организованное с применением таких образовательных технологий, как проблемное обучение, обучение в сотрудничестве, ролевые/деловые игры и технология casestudy, способствует формированию профессионально-коммуникативных умений будущего специалиста по связям с общественностью. Предложенная модель обучения ориентирована на формирование способности и готовности специалиста к вхождению в иную культурно-языковую среду, успешной адаптации в ней с использованием приобретенных умений и знаний и, как следствие, социализации в ней, что соответствует конечной цели обучения иностранному языку студентов, обучающихся по направлению подготовки «Реклама и связи с общественностью».

LINGUODIDACTIC MODEL OF TEACHING FOREIGN LANGUAGE MEANS OF SOCIALIZATION

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There is considered the notion of socialization in foreign language environment in the professional sphere of a PR specialist. There is described the theoretical model of foreign language means of socialization that includes the conceptual foundations and structural and functional elements. The model is based on three approaches: communicative and activity, competence and sociocultural approaches. The goal of teaching foreign language means of socialization is defined as formation of the ability and readiness of a PR specialist for socialization in foreign language environment; in accordance with the goal there are stated the purposes and specific principles of education. Teaching communicative behavior as a macromean of socialization organized with the use of such education technologies as problem education, collaborative learning, role/business play and case study technology favors the formation of professional and communicative skills of a future PR specialist. The suggested educational model is oriented at development of the ability and readiness to enter foreign cultural and language environment, successful adaptation in it with the use of the acquired skills and knowledge and as a consequence successful socialization in it, which corresponds to the educational goal of foreign language teaching of students specializing in advertisement and PR.