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Khrystyna MARTSIKHIV

PhD in Pedagogy, Associate Professor at the Department of Foreign Languages, Lviv Polytechnic National University, Stepan Bandera str., 55, Lviv, Ukraine, 79000

ORCID: 0000-0003-4637-6604

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THE FORMATION OF COMMUNICATIVE SKILLS IN THE PROCESS OF PROFESSIONAL JOURNALISTS' TRAINING AT THE US UNIVERSITIES

It is important to note that novelty of the article consists in the fact that the professional training of journalists at the US focusing on the role of communicative development skills has been thoroughly studied.

The article emphasizes on the importance of forming communicative skills in the process of professional training of journalists at the US universities. Various factors of communicative competence of future media specialists have been revealed. The conditions of forming communicative skills of journalists at the US higher establishments have been analyzed. The development of critical thinking, monologues and dialogues, creation and delivering rhetoric speeches as crucial component of communicative competence have been substantiated.

The necessity of the development of intercultural communicative competence of journalists in the US with the aim to speak fluently and understand people of different ranges on the international arena has been proven.

The methodological basis of the article is a set of scientific approaches to solving the problem of forming communicative skills of journalists in the United States (axiological, acmeological, interdisciplinary), principles of objectivity, integrity, humanization, fundamentality, continuity of adult education; pedagogical and psychological ideas about the modern development of education; combination of theoretical and practical knowledge.

On the basis of the research it has been concluded that professional training of journalists at the US universities has to be more focused on practical applying of communicative skills by using innovative media technologies while building up relationships with public, ability to make a speech appropriately, influence and persuade people, negotiate on a high level, present and exchange social and cultural values in the right way.

Key words: journalism, professional training, the US, communication, critical thinking, intercultural communication.

Христина МАРЦІХІВ

кандидат педагогічних наук, доцент, доцент кафедри іноземних мов, Національний університет «Львівська політехніка», вул. Степана Бандери, 55, Львів, Україна, 79000

ORCID: 0000-0003-4637-6604

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ФОРМУВАННЯ КОМУНІКАТИВНИХ НАВИЧОК У ПРОЦЕСІ ПРОФЕСІЙНОЇ ПІДГОТОВКИ ЖУРНАЛІСТІВ В УНІВЕРСИТЕТАХ США

У статті детально вивчено професійну підготовку журналістів у США з акцентом на роль комунікативних навичок розвитку. Наголошується на важливості формування комунікативних навичок у процесі професійної підготовки журналістів в університетах США. Виявлено різноманітні фактори, які впливають на розвиток комунікативної компетентності майбутніх медіафахівців. Проаналізовано умови формування комунікативних навичок журналістів у вищих навчальних закладах США. Обґрунтовано розвиток критичного мислення, створення та виголошення риторичних промов, монологів та діалогів як найважливіших компонентів комунікативної компетентності.

Доведено необхідність розвитку міжкультурної комунікативної компетенції журналістів у США з метою вільного спілкування та розуміння людей різного рівня на міжнародній арені.

Методологічною основою статті є сукупність наукових підходів, які застосовуються до вирішення проблеми формування комунікативних навичок журналістів у закладах вищої освіти США (аксіологічного, акмеологічно-

го, міждисциплінарного), принципів об'єктивності, цілісності, гуманізації, фундаментальності, безперервності освіти дорослих; педагогічні та психологічні уявлення про сучасний розвиток освіти; поєднання теоретичних і практичних знань.

На основі проведеного дослідження зроблено висновок, що професійна підготовка журналістів в університетах США має бути більш орієнтована на практичне застосування комунікативних навичок шляхом використання інноваційних медіатехнологій за налагодження стосунків із громадськістю, вміння правильно виступати, впливати та переконувати людей, вести переговори на високому рівні, правильно представляти та обмінюватися соціальними та культурними цінностями.

Ключові слова: журналістика, професійна підготовка, США, комунікація, критичне мислення, міжкультурна комунікація.

Topicality of the research. Nowadays in the conditions of globalization processes in the world various changes occur in all spheres. It is necessary to emphasize on the fact that the profession of the journalist occupies the significant role in forming people's points of view.

Based on the research it is important to point out that the US is considered to be one of the leading country where the professional training of journalists is carried out on a high level.

It has been researched that formation and improvement of communicative skills of journalists at the US universities is a relevant topic because media specialists should know how to adequately respond to different challenges, negotiate on the international arena taking into account cultural and social aspects of other countries, appropriately produce the ideas, effectively use innovative technologies of public relations.

Analysis of recent research and publications.

According to the results of the research of domestic and foreign scholars the theoretical and practical aspects of professional training of journalists are significant, namely: communicative competence of journalists (V. Halych, H. Onkovych, V. Rizun, and V. Zdroveha), the peculiarities of the development of critical thinking (H. Ruminski, W. Hanks, R.W. Paul). The importance of forming foreign intercultural communicative competence has been the subject of the study of A. Kosolova, V. Manakin. One of the biggest researches has been implemented by the US Poynter University which provided the pyramid of journalists' competences paying attention to the lingual aspect of the professional training of media specialists (Poynter Institute for Media Studies. Core skills for the future of Journalism, 2018).

The content of professional journalists' training has been thoroughly investigated by H. Golovchenko, C. Mellado, S. Moreira, C. Lagos and M. Hernández, P. Hobbes.

J. Anderson, N. Gabor, Ya. Gavrilova, M. Carlson, S. Konovalchuk, Rizun, Z. Smelkova, I. Chemeris have been studied forms and the use of innovative technologies in teaching journalists.

The purpose of the article is to analyze peculiarities of forming communicative competence in the process of professional journalists' training at the US universities.

Main material. On the basis of the research of educational and professional programs of leading US universities, such as the University of Florida, the University of Temple, the University of Columbia, Indiana University, Arizona University, etc., it has been proven that the professional training of journalists is focused on the study of a large number of disciplines. This is the main concept of professional training of future specialists in the field of journalism, which is based on understanding the integrity and significance of each stage of activity. The combination of student-oriented and practical aspects of professional training, creating a model of journalistic environment in the educational process provide an opportunity not only to develop professional skills and abilities, but also to identify ways to implement and improve them.

Analyzing the educational system of the US system it is necessary to emphasize that mainly the professional training of journalists is based on the formation of communicative skills.

The possibility of journalists to operate modern digital information technology, properly organization of communication, ability of persuading people and influencing them are considered to be the key components of journalists' communicative competence of journalists.

Analyzing the professional training of future journalists, it can be argued that it is directly related to the formation and development of skills, knowledge and abilities that are the basis of professional communicative competence of future professionals. This system

includes, in particular, the ability to convincingly express one's point of view, process and analyze information from various resources, and convey it to the audience (Kawamoto, 2013).

According to University of Poynter communicative competence is related to the intellectual development of future journalists and is improved through intensive practice, including foreign language learning, conducting experiments on media platforms using a variety of narrative structures. A competent journalist must be ready to work successfully on a variety of media platforms such as print, video, digital, mobile, including forms that have not been invented yet (Poynter Institute for Media Studies. Core skills for the future of Journalism, 2018).

It is also important to emphasize that the development of critical thinking is viewed as one of the most significant component of communicative competence. Critical thinking of media specialists consists in knowledge, skills and abilities to critically analyze information, evaluate ideas and research results. The American Philosophical Association defines "critical thinking" as purposeful, self-regulating judgment that culminates in interpretation, analysis, evaluation, and interactivity. Critical thinking of a journalist is usually associated with curiosity, awareness, trust, impartiality, flexibility, fairness in assessment, honesty in dealing with personal prejudices, prudence in judgments, desire to review, solve problems and complex issues, carefully search for the necessary information, the right choice of evaluation criteria, etc. "This combination links the development of critical thinking skills with an understanding of the foundations of a rational and democratic society" (Ruminski, & Hanks, 2016: 145).

To think critically means to show curiosity and use research methods; ask questions and search for answers; not to be satisfied with the facts, but to reveal the causes and consequences of facts; to show polite skepticism, doubts about the generally accepted truth, to express one's point of view on a certain issue and the ability to defend it by logical proof; pay attention to the opponent's arguments and logically comprehend them (Paul, 2012: 38).

Critical thinking involves the development of different types of thinking and relevant intellectual skills: analytical thinking (information analysis, selection of significant facts);

associative thinking (establishing associations with previously studied facts, phenomena, new qualities of the subject etc.); independent thinking; logical thinking (the ability to take the logical decision, the internal logic of the problem to be solved); systematic thinking is the ability to consider the problem entirely. In order to achieve the goals, educational and professional programs in journalism should include the study of modern research methods in this field (Bobal, 2014).

The formation and development of skills and abilities of professional communication, which is the basis for the organization of professional activities of interpersonal, interethnic and intercultural dialogue, are thought to be an important factor of success and competitiveness for the professional journalists' training in the US.

New trends in US society place new demands on the professional training of journalists, including mastery of the norms of professionally-oriented communication, the ability to creatively solve professional problems and build a constructive dialogue in order to be communicatively competent.

The communicative competence of a journalist is determined by the skills and abilities of practical interaction with people (dialogue, conflict resolution or prevention at various stages, self-regulation, understanding of non-verbal communication, etc.).

Serheenko interprets the communicative competence of a journalist as a combination of professionally important features: mastery of modern digital, information technology, language and rhetorical competence, the ability to influence people and evoke emotional response or interest in the audience. The scientist claims that communication permeates all types of journalist's activities and takes place in all forms – from interpersonal communication to mass communication. According to Serheenko, in addition to sociability, communicative aspects also include the ability to properly organize communication (Serheenko, 2008: 304).

It is important to note that communication is one of the forms of human interaction; it is a complex process of establishing and developing contacts between people, generated by the needs of their joint activities, because communication and joint activities are one of the most significant social needs of the person. The social understanding of communication is considered as one of the indicators of social culture.

The need for international cooperation and communication between countries prompted the opening of the Foreign Service Institute, whose main task was to train diplomats, intelligence officers, volunteers and other professionals to resolve interethnic and interracial conflicts (Manakin, 2012: 19).

Today, the media are directly involved in the process of globalization and play an important role in the dissemination and exchange of information between cultures and peoples. New information technologies open new opportunities for media development. That is why the problems of multicultural perception are the main aspects in teaching intercultural communication for future professionals in the field of journalism at US universities. Through intercultural communication, future journalists can learn about the cultural and national values of different countries.

It should be noted that intercultural communication refers to both academic and applied fields of knowledge, the main purpose of which is to study issues of understanding and relations between people from different countries and cultures, their behavior, interaction and communication in different situations, etc (Kosolova, 2013).

The study of the subject "Intercultural Communication" at the US universities includes intercultural training, development of intercultural competence, cultural intelligence, tolerance and perseverance, which will help journalist students to prevent communication barriers, understand the causes of intercultural conflicts, adapt to society, accept the challenges of the intercultural environment, recognize the benefits of living in a multicultural world, etc.

The course of intercultural communication also offers a broad overview of the concept of "culture", promotes better perception and understanding of the international context, and provides future journalists with new theoretical knowledge on various aspects of intercultural communication, the opportunity to explore personal values related to professional development.

It necessary to emphasize that in the US higher education institutions, while studying "Intercultural communication" students gain skills in expressing their opinions and functioning effectively in any cultural environment. This course is based on the study of national and world culture, key differences in the communication of various nations, the correct interpretation of a wide range

of intercultural situations. Intercultural conflict management and culture shock are thought to be other important aspects in the study of this discipline (Kosolova, 2013).

On the basis of the research, it has been noted that despite the nature of own orientation, journalist always enters into social dialogue. That is why the art of dialogic communication as the most important criterion of social abilities is considered one of the characteristic of professional traits of a future journalist: the ability to organize a conversation, direct it in the right way, and create conditions for a dialogue (Amelina, 2010).

Due to the expansion of international relations in the field of science, technology and culture, the study of foreign languages has become an important stimulus in the US educational system.

Language occupies a leading position in the system of professional training education due to its social, cognitive and developmental functions, is considered as an important means of communication. Knowledge of one or more foreign languages is not only an indicator of education, but also a necessary condition for survival in today's multicultural world.

The need to form professional foreign language competence is a reflection of the needs of society, in particular in the training of future journalists. Foreign language communication is an integral part of a journalist's professional activity. The formation of foreign language professional competence is ensured by the following factors: the integration of training of future professionals, taking into account the optimal ratio of the individuality of the specialist and the learning environment; high motivation to study, which is related to the professional goals of the specialist (Kozak, 2000).

Conclusions and prospects for research. On the basis of the study, it has been concluded that communication is a complex, symbolic, personal process that allows participants to reveal certain external information about them, so reporters should hide their inner emotional state and status roles in which they are, respectively. It has been determined that the professional training of journalists at the US universities is focused on practical aspects mainly on the development of communicative skills.

The peculiarities of communicative competence formation of journalists at the US universities should be deeply and thoroughly analyzed.

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