

FORMATION OF SPECIALISTS IN JOURNALISM IN THE ERA OF GLOBALIZATION

In the modern period of countries development requirements to qualification and quality of future experts training are of great importance. The processes of globalization significantly affect the formation of new types of relations in modern society and the new generation of professionals. The 21st Century generation needs special mobility and the ability to adapt to harsh living conditions, changes in the structure and content of professions, cultural environment.

Modern scientific research must take into account changes in the peculiarities of social life, the world division of labor, the constant complication and renewal of the content of professional activity, the growing role of the human factor in the new reality that is rich in information. Global transformation helps to find effective ways to reduce the negative effects and reliable methods of predicting possible changes for the survival and further prosperity of states. As knowledge and intelligence became the new formula for ownership to create and accumulate wealth, the globalization of the economy led to the transition to a «knowledge economy» or information-intellectual economy.

Of particular importance in modern conditions of continuous technical progress are the problems of professional training. The central point of the professional genesis of the individual (the development of the mind under the influence of the profession) should be the phenomenon of competence.

Recent UNESCO publications interpret the concept of competence as a combination of knowledge, skills, values and attitudes that are applied in everyday life [5, p. 29–30]. The Organization for Economic Co-operation and

Development classifies key competences that divide a young person's competence model into three categories, including «autonomous action», «interactive use of resources» and «ability to function in socially heterogeneous groups», emphasizing that division is conditional: each of the key competencies contains such aspects as motivation, value orientations and emotional experience.

The economic and legal foundations of the media are inextricably linked to the professionalism of the journalists who work for them. Nowadays the professionalism of a journalist differs significantly from the professional characteristics of media worker and the propaganda that existed in Soviet and totalitarian times. However, the professionalism of a journalist, based on the very nature of the media is the guardian of public morality and includes not only professional competence but also high human qualities [2, p. 8].

Extensive historical experience in the development of literature and journalism shows that some examples of human literary craft are mastered by a special immersion in practice, after a certain stage of imitation, even the struggle on the principle of «I can not do worse.» This pattern was precisely revealed by the Lithuanian researcher of the art of photography Volodymyr Borev in his book «Photography in the structure of mass communications» [2, p. 9].

Analyzing trends in the development of information space and mass communication, we can say that recently the popularity and importance of social media is growing rapidly, topics are constantly expanding. Social media researcher Grigorova Zoia notes that such media is a set of Internet services and platforms where users can communicate, create, comment and distribute content [1, p. 4].

Professional journalist must be aware of the most interesting themes for people. The relevance of journalism is not limited to effectiveness, a journalist and editor has to convey the actual information to the audience in a timely manner. The Canadian professor Marshall McLuhan said that the civilized world has practically become a «big village» where information can spread very

quickly [2, p. 15].

The difference between journalism and other types of creativity is also the constant repetition of topics and problems. Every time a journalist is forced to look for new twists on the topic, to notice unusual details, to increase the information potential of the speech due to the originality of the approach, non-trivial thinking. A journalist's skill is the ability to write and say anything convincingly and competently. Judging by experience, a journalist who does not understand politics, economics, culture and science can never be respected by colleagues and editors. The ability to see and understand what is seen is very important in journalism. Ivan Franko said that the novelist must be a naturalist, industrialist, physician, lawyer, artisan and farmer to understand, deepen and create. The range of his feelings must be as large as the scale of his vision [2, p. 28].

Thus, during the rapid changes in the age of globalization professional journalists are required to be educated in all spheres to provide relevant and up-to-date information to people, namely the information that interests them. In order to meet professional needs they should combine literary-creative, organizational-editorial and sometimes commercial work.

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