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SOCIAL AND COMMUNICATION CULTURE AS AN INTEGRAL PART OF PROFESSIONAL DEVELOPMENT

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Abstract. *The article deals with the concept of social and communication culture, which is one of the main characteristics of a modern person, since it plays a fundamental role in the general cultural and professional development of a personality. The main components in the structure of communication culture are named, its functions are characterised. It is proved that communication culture is an important component of the professional culture of a future specialist. The factors influencing its formation are analysed. The indicators of a high level of formation of the communicative culture of a personality are determined.*

Social and communication culture is one of the key characteristics of a modern person, as it plays a fundamental role in the general cultural and professional development of an individual. Social and communication culture implies that a person has mastered a certain system of knowledge, norms, values and behavioural patterns accepted in society. Mastering them contributes to mutual understanding, effective interaction, interpersonal attractiveness, regulates business and everyday communication, and ensures adequate adaptation and self-realisation of the individual in society [6].

In the information society, a highly educated specialist is considered to be competitive if he or she is able to carry out effective interpersonal cooperation and demonstrate skilful professional communication, search for new ideas and successfully implement them in practice, and creatively solve production problems



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on the principles of mutual respect, support, fairness and objectivity. Thus, the today's priority problem is the formation of the social and communication culture of the individual, in particular, of the specialist, as an important component of the general human culture.

Social and communication culture has historically developed in the process of social activity and ensures the transmission of socio-cultural experience to the next generations. The emergence of communication culture has been historically conditioned by various factors, such as globalisation and the expansion of integration processes, which have determined the specifics of cross-cultural interaction; informatisation of society, which has radically changed communication processes; the development of a knowledge society, which has stimulated the inter-transmission and exchange of knowledge; virtualisation of all spheres of life, which significantly expands the communication space of interaction [9].

Communication culture is a holistic and dynamic personal formation that ensures the adaptation and self-realisation of the individual in modern society [3]. It involves the ability of the participants of interaction to create psychological conditions that would contribute to the effective manifestation of their intellectual, volitional, moral and ethical potential [7; 8].

Scientists state that “communication culture is determined by the norms and ways of fixing, preserving and disseminating cultural contents prevailing in society, and the social communication system is a representation of communication culture. Thus, in the information society, communication occupies a dominant position, and virtual reality is perceived as a special cultural space” [4].

The communication culture of an individual can be positioned as a personal need to interact with other subjects, expression of the holistic and individual in a person, manifestation of his or her creative potential and ability to maintain a positive nature of the communication process and to treat interlocutors with kindness. It is determined by the development and self-development of the individual, which is manifested in the creative nature of mastering the best examples of communication activities. The communication culture of a personality contributes to his/her social activity, awareness of the social significance of the norms of his/her behaviour, and successful use of communication tools [7].

A. Bilonozhko emphasises that the communication culture of a personality is a manifestation of personal reflection, an internalised experience of universal culture, which determines the individual originality of a personality; it is an incentive for self-realisation, as it mediates the attitude to life, that is, a conscious search for oneself, the desire and need for self-improvement, a value attitude to one's life and community [1].

Communication culture is a special quality of a person, his or her position, which is manifested in the need to interact with other people, creativity and

individuality. It is also characterised by a set of communicative knowledge, the formation of skills to control and regulate one's speech behaviour, competently and convincingly argue one's position, the ability to conduct business negotiations in the course of professional activity, quickly navigate a communicative situation and choose the necessary style of behaviour to achieve the goal of a communicative act, cooperate productively and benevolently in the process of solving professional problems [3].

The expansion of the communication field due to the digital technologies leads to changes in relationships and also contributes to the emergence of new norms and rules of interaction. Thus, a new ethical norm emerges in the communication culture – digital etiquette, which scholars define as “a new type of etiquette that determines the rules of communication culture regarding the reality of new information” [2].

L. Rudenko [5] distinguishes axiological and technological components in the structure of communication culture. The first one reflects the basic values of the personality's communication culture, i.e. humanistic position, interest in people, general culture, moral and ethical norms, including professional ones, and aesthetic component. The second one reflects the operational side of professional communication and includes general theoretical knowledge of the basics of interpersonal and professional communication; knowledge of one's individual and typological characteristics.

Halatsyn K. and Khomiak A. consider the main components of communication culture to be cognitive (completeness, strength and awareness of communication knowledge that influence the effectiveness of social interaction), motivational and value (positive motivation to communicate); operational and practical (communication skills and activities, social intelligence) and reflective and self-regulatory (self-knowledge of mental acts, states, behaviour; understanding the actions and behaviour of other participants of interaction, assessment and correction of this process) [3].

H. Zakharchyn identifies such functions of communication culture as adaptation (adaptation to new forms and methods of communication), selective (promotion of psychological comfort in the institution through effective personnel policy), motivational (stimulation to professional growth through communication interaction), educational (development of communication competence), integrative (ensuring effective teamwork), optimisation (streamlining communication processes, coordinating management activities), educational (cultivation of ethical norms of interaction; socialisation), economic (time saving, acceleration of information exchange, effective decision-making) and semantic (translation of meanings through cultural norms) [9].

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Undoubtedly, communicative culture is a component of the professional culture of a future specialist. Its development is influenced by the peculiarities of personal formation and communication trends in adolescence; organisation of a developmental and communicative student environment in a higher education institution; characteristic features of future professional activity (technical or humanitarian), etc.

In adolescence, self-awareness and self-esteem of one's own behaviour, mental and moral qualities are intensively formed, one is aware of one's own positive and negative traits; worldview as an integral system of views, knowledge, values, and ideals; individuality, which is manifested in one's own vision of the meaning of life, love, happiness, etc.

It is the student years that are favourable for the formation of a person's communication culture, as this is the time when a system of value orientations and special abilities is intensively formed, due to professional self-determination. While communicating, future professionals, regardless of their professional orientation, gain experience in interpersonal interaction, enrich themselves with information, develop intellectually, and strive for professional growth and personal development.

In our opinion, in addition to professional qualities, a modern specialist should possess the following social qualities: mastery of the norms of professional communication, ethical norms of the profession; orientation of professional results towards public welfare; skills of cooperation and networking; flexibility of thinking, tolerance in interpersonal relations, ability to listen and persuade, argue one's own opinion, present one's ideas or admit one's own mistakes, etc.

Of course, the formation of a student's communicative culture is also largely influenced by the specifics of the educational process of a higher educational institution, its educational environment, which provides conditions for the maximum development of each student's potential due to the variability and alternative forms and methods of teaching, educational and research work.

An indicator of a high level of formation of a person's communicative culture is a conscious desire to exchange information, opinions, arguments and interest in the process of communication; awareness of communication as an important component of the student's value system; communication on the principles of partnership, tolerant attitude to the opponent; readiness to cooperate in solving a problem; a formed complex of communication skills; communicative literacy; communicative competence, etc.

Conclusions. Thus, taking into account Ukraine's integration into the European educational space and the increasing role of communication in the transformational processes of all sectors of social development, the development

of future specialists' communication culture is extremely important. The need to cultivate a communicative culture arises in the course of human life and is one of the important things for personal development. In addition, communication culture is associated with the internal mechanisms of self-knowledge, self-improvement and self-regulation of the individual. It is the implementation of these mechanisms that ensures a person's harmonious life and constructive interaction with other members of society.

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