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## **CAREER COUNSELING WORK AS A MODERN WAY OF THE NUMBER OF STUDENTS FORMING : (ON THE EXAMPLE OF SCIENCE AND STUDY PHILOLOGY AND JOURNALISM INSTITUTE OF V. I. VERNADSKY TAURIDA NATIONAL UNIVERSITY WORK)**

***Abstract. The Purpose of the Study** is to study effective concepts of forming career counseling in scientific and study philology and journalism institute of V. I. Vernadsky Taurida National University. **The Research Methodology** consisted of a number of methods. Comparative analysis was used to study existing scientific points of view and describe the practical side of the issue; detailing and description carried out measures aimed at improving career guidance work; summarization of the conducted activities; methods of organization career counselling events, in particular: practical webinars, mediafestivals, Open Days (blended type of events in university and outside of it), common scientific and creative projects of student departments with potential entrants from secondary education institutions of Kyiv and Ukraine in general. **The Scientific Novelty.** Was analyzed the held events programs, offer the system of During 2023–2024 philology and journalism institute proceeds an active career counseling among high school students, fruitfully cooperates with media schools, school editorial offices and workshops of Yun-Press the Informational and creative agency. The slavic, romance and germanic philology department initiated to establish creative platforms in social media, which became the basis of editorial board of student's and schoolchildren's artworks "Taurida's almanac". Oriental philology department provides career counseling overseas, promoting cross-culture integration of Ukrainian culture in Middle East countries via academic exchanges and mobility. Crimean tatar languages (as academically subject) and general university subjects aims to develop professional skills for the specialists for de-occupatiolan activity. Students takes an active part in art literature Ukrainian and Crimean tatar project, which unites poetic, prosaist and translator's contest. It tsjes a part a publication of anthology with contest finalist's artworks, art festival of the same name with cultural, social and political events. **The Conclusions.** Scientific and study philology and journalism institute of V. I. Vernadsky Taurida National University does not focus only*

*on potential applicants from Kyiv, but forms the target audience from all over Ukraine. The university opens its doors to students from temporarily occupied Ukrainian territories (Donetsk, Luhansk, southern territories) and Crimea. It is confirmed by number of webinars, online marathons participants from different cities of Ukraine: Kryvyi Rih, Dnipro, Kropyvnytskyi, Poltava, Kharkiv, Khmelnytskyi etc. This format is possible due to online studies conditions, which let widen the event's geography and enabled holding online meetings.*

**Key words:** *career counseling, science and study institute, practical webinars, journalism marathon, journalist workshop, festival, anthology.*

## **ПРОФОРМІЧНА РОБОТА ЯК СУЧАСНИЙ ШЛЯХ ФОРМУВАННЯ КІЛЬКІСНОСТІ СТУДЕНТІВ: (НА ПРИКЛАДІ РОБОТИ ІНСТИТУТУ НАУКОВО-НАУКОВОЇ ФІЛОЛОГІЇ І ЖУРНАЛІСТИКИ ТАВРІЙСЬКОГО НАЦІОНАЛЬНОГО УНІВЕРСИТЕТУ імені В. І. ВЕРНАДСЬКОГО)**

**Анотація.** *Мета дослідження* – виклад результатів дослідження, щодо вивчення ефективні концепції формування профорієнтації в науково-педагогічному інституті філології та журналістики Таврійського національного університету імені В. І. Вернадського. **Методологія дослідження** складалася з кількох методів. Порівняльний аналіз використовувався для вивчення наявних наукових точок зору та опису практичної частини проблеми; деталізація та опис проведених заходів, спрямованих на вдосконалення профорієнтаційної роботи; підбиття підсумків проведених заходів; методи організації профорієнтаційних заходів, зокрема практичних вебінарів, медіафестивалів, Днів відкритих дверей (заходів змішаного типу в університеті та поза ним), спільних науково-творчих проєктів студентських кафедр із потенційними абітурієнтами закладів освіти Києва та України загалом. **Новизна дослідження.** Аналіз програм проведених заходів, запропоновано системний підхід, адже протягом 2023-2024 років інститут філології та журналістики проводить активну профорієнтаційну роботу серед старшокласників, плідно співпрацює з медіашколами, шкільними редакціями та майстернями Інформаційно-креативного агентства ЮН-ПРЕС. Кафедра

слов'яно-романської та германської філології ініціювала створення креативних майданчиків у соціальних мережах, які стали основою редколегії студентської та школярської творчості “Альманах Таврійського”. Кримськотатарська мова (як академічна дисципліна) та загальноуніверситетські предмети спрямовані на розвиток фахових компетенцій майбутніх фахівців для подальшої деокупації. Активну участь студенти беруть у художньо-літературному українсько-кримськотатарському проєкті, який об'єднує конкурси поетиків, прозаїків та перекладачів, мають місце видання антології з творчістю фіналістів конкурсу, однойменний мистецький фестиваль із культурними, суспільно-політичними заходами. **Висновки.** Науково-навчальний інститут філології та журналістики Таврійського національного університету імені В. І. Вернадського орієнтується не лише на потенційних абітурієнтів з Києва, а формує цільову аудиторію з усієї України. Університет відкриває свої двері для студентів з тимчасово окупованих територій України (Донецька, Луганська, південних територій) та Криму. Університет відкриває свої двері для студентів з тимчасово окупованих територій України (Донецька, Луганська, південні території) та Криму. Підтвердженням цьому є кількість учасників вебінарів, онлайн-марафонів з різних міст України: Кривого Рогу, Дніпра, Кропивницького, Полтави, Харкова, Хмельницького та ін. Такий формат можливий завдяки умовам онлайн-навчання, що дозволяє розширити географію заходу та уможливити проведення онлайн-зустрічі.

**Ключові слова:** профорієнтація, науково-дослідний інститут, практичні вебінари, журналістський марафон, журналістська майстерня, фестиваль, антологія.

**The Problem Statement.** The XXI century is marked with new approaches to educational system reformation in Ukraine. Nowadays the matter of youth, seeking their purpose in rapid and profluent social processes. It demands a high intellectual and general level, as well as a modern professional activities knowledge basis. “In modern society youth can't realize their social and professional aspirations without support

*from education system institutions.* Such institutions not only transmit the amount of knowledge and transfer special skills to the future generation, but also form life orientations, institutions and work skills, in particular, the choice of a future profession, continuing education and professional training” (Hrynyova, 2017). Among the fundamental tasks of the modern education system is the problem of organizing work with young people aimed at professional self-determination of potential applicants already in high school, therefore conducting career guidance work by institutions of higher education in lyceums and colleges is very important. O. V. Melnyk emphasizes: “The modern system of professional orientation is primarily designed to provide conditions for a person to realize their self-attitude as a subject of professional work and behavior, which involves the implementation of a time-expanded and relatively independent search for professions, taking into account first of all his own interests and opportunities, and only later on juncture of the labor market”.

**The Analysis of Sources and Recent Researches.** There is a number of researchers, which studied the career counseling in modern context: V. Hinetsynskyy, L. Zorina, I. Kozlovska, V. Lednirov, I. Lerner, I. Pidlasyy, I. Lerner, I. Pidlasyy, Y. Samarin, M. Skatkin. They focus their scientific interests on methodological aspects of education, which are based on psychological and pedagogical principles. This conception supports the necessary vector of proper career counseling.

The professional aiming and career choice of are described in works of H. Ball, N. Bibibk, O. Buhaiov, M. Burda, M. Huzyk, O. Korsakhkova, V. Madzigon, N. Nychkalo etc.

**The Purpose of the Article.** The purpose of the article is to present the results of a study on the study of effective concepts for forming a career guidance system at the V. I. Vernadsky Taurida National University.

**The Main Material Statement.** Our article *is aimed to* study effective concepts of forming career counseling in scientific and study philology and journalism institute of V. I. Vernadsky Taurida National University.

Each person needs to review the understanding of their profession when it comes to analyzing and perceiving professional achievements, making decisions about choosing a profession or changing it. This contributes to career adjustment, solving

professional problems, the so-called "professional self-determination", which requires a thorough analysis. In our opinion, the concept of professional self-determination is formed by a certain circle of related terms, such as professional orientation and career counseling.

There are several approaches to determining professional orientation. In the Soviet period, they were determined by ideological attitudes, according to which vocational guidance was presented as a system of measures aimed at preparing the choice of a certain profession. The modern scientific community is doing everything to get rid of the key orientations of Soviet times and the unification of the nation, actively conducting career counseling work. The majority of scientists define the main goal of career guidance work as ensuring the professional self-determination of an individual, but we would like to add "in the context of the formation of national consciousness." Similar views are held by many Ukrainian researchers.

The key position in the development of new approaches to determining the content of professional orientation became the vision of the individual not as an object, but as a subject of self-development. An individual in professional orientation chooses an activity whose purpose is to prepare for professional self-determination. At the same time, the means of professional orientation play the role of conditions that stimulate the individual to such activities and, because of this, to self-discovery and self-development with a focus on optimally solving one's own life tasks.

There are four modern approaches to career counseling: informational, diagnostic-consultative, developmental and activating. This division is based on the method of action of the professional advisor.

The purpose of the *information approach* is to provide various reliable information about modern professions, educational institutions and organizations that provide jobs; the labor market and how to plan your career (educational exhibitions, open days, job fairs, meetings with specialists, representatives of various higher education institutions and organizations, presentations, seminars on career counseling topics).

*Diagnostic-consulting* – establishing the correspondence of interests, abilities, personal qualities, motivation regarding one or another type of activity by comparing

the client's characteristics and requirements for professions. These include interviews and questionnaires, career counseling tests and testing complexes that assess the potential of recipients and their professionally important qualities (competencies), career guidance and psychological counseling.

*Developmental approach* – forming a various knowledge, abilities and skills necessary for mastering a particular profession and successful employment (personal growth trainings, trainings on increasing educational and work motivation, career counseling trainings).

The activating approach is the formation of internal readiness for independent and conscious construction of one's professional specialty. It is about practice, internship, etc., during which you can try yourself in several fields and choose an acceptable option.

According to the format of influence on the recipient, the following approaches are distinguished: person-oriented, competence-based and activity-based approaches.

A *personally oriented* approach to career counseling work ensures the study and consideration of the individual psychophysiological characteristics of schoolchildren, their interests and requests, and the development of abilities necessary to implement these requests.

A competent approach ensures the formation of the ability to build one's own professional trajectory based on knowledge about individual characteristics, requests and opportunities, the needs of the labor market for specialists and the requirements of the profession for a person (professional information).

The activating approach is aimed at developing the student's abilities and skills to apply the acquired knowledge in practical situations, finding ways of integration into the socio-cultural and natural environment, adaptation to socio-economic transformations and changes in the labor market.

The components of career counseling are: professional information, professional diagnosis, professional consultation, professional selection, and professional adaptation.

The methods of psychology, pedagogy, economics, sociology, and medicine appear in scientific studies on career guidance problems. This is an interdisciplinary

scientific direction designed to solve applied problems of optimal regulation of the process of professional self-determination of an individual in his preferences and in the interests of society.

Modern career guidance practice is based on a number of principles, among which the following should be noted:

- the systematic and effective nature of career guidance activities, for example, the organization of career guidance activities aimed at conducting media appointments;
- coordination of the child's interests due to the real labor market for its further implementation;
- an effective approach to the future profession;
- equal opportunities to receive information services about the activities of educational institutions for citizens of Ukraine;
- availability of information on current options for choosing a future profession;
- compliance with the principles of academic integrity regarding the provision of career counseling services at the institution of higher education;
- free of charge organized events;
- interconnection of schools or institutions of extracurricular specialized education for career counseling;
- systematic conducting of career guidance work.

During 2023–2024 scientific and study philology and journalism institute of V. I. Vernadsky Taurida National University conducts strong career counseling, aimed to cooperate with active youth.

It is important to emphasize that the modern audience of applicants is very diverse and is represented by different cities of Ukraine. The most important social category is the youth from the Temporary occupied territories and Crimea, who were forced to move to other regions of Ukraine as a result of the full-scale war.

Online meetings organized during the war made it possible to create a format that allowed a wider geographical coverage. This type of career counseling work contributed to the holding of a large number of competitions, marathons, webinars, presentations of the institute, which attracted the attention of high school students studying in schools, lyceums and extracurricular education institutions.



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Considering this type of work effective and necessary for cooperation with applicants, their parents, during 2023–2024 by the heads of the structural units of the Educational and Scientific Institute of Philology and Journalism of the Taurida National University named after V. I. Vernadsky, journalism quests, webinars-workshops, open-door days, Ukrainian level Olympiads and creativity contests were introduced.

The Open Day event, which ran from May to December 2024, positioned itself as a three-day event for applicants. The initiator was the director of the institute and the heads of the department of Slavic and Romance-Germanic philology (Olha Sharagina) and the department of journalism (Anzhelika Dosenko), who later moderated and shared their experience regarding such a career orientation format with the leadership of other structural divisions of the university.

Yelyzaveta Barylyk, a methodologist of the Yun-Press Information and Creative Agency, joined the events as an invited speaker and trainers, with a presentation of the annual "Press Battle" competition, which is held for representatives of school editorial offices in Kyiv. She emphasized the details of the contest, the importance of holding it for future journalists. Also, the journalist and host of the YouTube channel Victoria Galii was invited to the meeting with the applicants, who shared not only her own experience of working in the still, but also the mechanisms of creating successful and high-quality content. Serhiy Natalushko, director and teacher of the Department of Journalism, became the organizer of the competition for the "Best School Edition" of 2024. Young journalism beginners presented their works and competed for prizes. The meeting with journalist Polina Vernyhor, who gave a number of practical tips on how to become a highly qualified and competitive specialist, deserves special attention.

The highlight of the work of the Department of Journalism for applicants was the practical webinar “Construction of modern media publications”. Heads of school

editorial offices and press centers from Kyiv, Kryvyi Rih, Dnipropetrovsk region, Kropyvnytskyi, Slavutych, and Poltava were involved in the meeting. The total number of participants was 56 people. Media platform specialist Oleksandr Garachkovskiy, who has been developing content for Ukrainian sites for more than 6 years, became the invited speaker. During the speech, the speaker emphasized that before creating your own media publication, you need to know: how to conclude a contract with Google, how to work with analytics, how to become competitive in website development. Using the WIX platform as an example, the trainer demonstrated the mechanisms of developing one's own website and how to place it on the World Wide Web. The organizer of the meeting was the head of the journalism department Anzhelika Dosenko.

Another form of work of representatives of the department is the annual participation in the International Festival "Press Spring on the Dnieper Waves", which has been held in Kyiv for the 23rd year in a row. Teachers and the student parliament make presentations of the V. I. Vernadsky Taurida National University; and the Department of Journalism, in particular, highlighting the advantages of studying at the university, emphasizing the powerful technical capabilities and training of highly qualified specialists.

In 2024, the Department of Journalism was presented by Anzhelika Dosenko, who acted as the coordinator of the "Media Project" section. The representatives of the university greeted the beginning of the festival, wished lots of creative achievements, inspiration and desire to work for the benefit of modern journalism. After the welcoming words, the work of the department, the composition of the department, educational programs and practice-oriented training were presented in detail. Since the events in the format of webinars are interesting and initiate cooperation with a narrow target audience, this format of work was well received not only by the organizers, but also by the guests.

The Department of Slavic and Romance-Germanic Philology, in the context of career counseling, held a number of events in which future applicants took part, including joint participation in linguistic and literary competitions (International Language and Literary Competition for Pupils and Student Youth named after Taras

Shevchenko, International Competition in Ukrainian languages named after Petro Yatsyk; moderators: Olena Kolomiets, Liudmyla Iuldasheva, Maryna Voloshynova, Olha Sharagina, Kateryna Khoma), guest lectures (Yuliia Velychkovska, Olena Kolomiets), scientific and methodical seminars (Olha Sharagina), student and pupils projects (TNU Anthology, Creative genius (Творча Толока), literary gatherings and readings with Jaques Zhabie, Liubko Deresh, Lesia Voronina, Tetiana Domashenko, Olena Ievtieieva; round table discussion, organized by Olena Kolomiets “Known and Unknown Dokiia Humenna”, to which the school community of Ukraine was invited in a remote format. Teacher staff of department a number of interesting scientific and thematic excursions for students and schoolchildren in foreign languages (English and Polish): “Traveling Polish paths of Kyiv” by Bohdana Honcharenko, “Significant cultural places of Kyiv” by Nataliia Kaitan; “English libraries of Kyiv” by Anna Sheremet.

Scientific and study philology and journalism institute annually joins writing the Ukrainian radio dictation of national unity together with school community, famous guests visit the university annually (Bohdan Beniuk, Anna Bahriana, Halyna Stefanova, Tamara Horikha-Zerhia etc.), this communication initiates further creative projects.

Within the career counseling work of 2024-2025 such events will be held regularly. Scientific and study philology and journalism institute has prospective plans on programs, which have few important stages:

- presentation of structural organization and educational activities of scientific and study philology and journalism institute of V. I. Vernadsky Taurida National University;
- publication and comments on the educational and professional programs of the department, the graduates of which will become competitive on the labor market;
- the specifics of training and the material and technical base of higher education institutions.

An important part of the career guidance work of a modern institution of higher education is not only theory, but also practice-webinars, seminars, workshops of a

demonstrative and educational topics, where the trainer visually comments on how to create an information product or how to simply and easily immerse yourself in the future profession. An important component in holding such events is a creative task in the profession. For example, create the story of your media workshop, present the story of your favorite literary author from infographic elements. The organizers can award the best works with certificates of honor.

Therefore, career counseling in institutions of higher education is a system of ensuring effective professional self-determination of an individual, taking into account his individual characteristics, desires and opportunities, demand in the labor market. Institute of Philology and Journalism of V. I. Vernadsky Taurida national university regarding components of career guidance work: professional information, professional consultation, professional selection and professional adaptation, a successful recruitment of higher education applicants was realized in 2024-2025.

**The Conclusions.** Trends in the formation of a modern competitive specialist require the development of abilities and skills from school. That is why it is important to carry out career guidance work with high school students, to form their vision of themselves in the future. The study and scientific institute of philology and journalism carries out active work in the outlined field, and cooperates with specialized groups and schools.

The cooperation geography of V. I. Vernadsky Taurida National University is very wide: Kyiv, Kryvyi Rih, Dnipro, Kropyvnytskyi, Poltava, Kharkiv, Khmelnytskyi etc. Cooperation within the academic mobility with range of universities, in particular with Kyiv capital university named after Bohdan Khmelnytskyi, Ternopil national pedagogical university named after Volodymyr Hnatyuk, Hryhorii Skovoroda University in Pereiaslav, Donetsk national university named after Vasyl Stus, National technical university «Dnipro polytechnic», State tax university.

Potential students of higher educational institutions were involved into cooperation as a result of agreement made with Halych professional college named after Vyacheslav Chornovil and Kyiv professional college of municipal economy of V. I. Vernadsky Taurida National University.

Career counseling activities have become productive in schools with which contracts have been concluded within the scope of practical training of higher education seekers. Trainee teachers popularize and encourage admission to V. I. Vernadsky Taurida National University. Practicing teachers popularize and call on them to apply for V. I. Vernadsky Taurida National University by realizing career counseling projects together with Shaslyve academic lyceum of Prystolychna village council in Boryspil region, Specialized in sports and technological school of I-III stages №113 (Kyiv), Mykulyntsi lyceum of Yaremche village council in Ivano-Frankivsk region, communal institution of Brailiv lyceum named after V. O. Zabashtanny of Zhmerynka city territorial council, Zavodske lyceum №2 of Myrhorod region, Bilashiv gymnasium of Ostroh city council in Rivne region.

Cooperation with future applicants from temporary occupied territories of Ukraine and Crimea. For that reason, in framework of Crimean strategy study and scientific institute of philology and journalism actively cooperates with Crimean tatar “Birlik school” (Chaiky village) in order to produce future personal of secondary education after de-occupation.

In the conditions of a full-scale war in Ukraine and the world, reaching such a wide audience and cooperation with professional groups, specialized schools, secondary schools and extracurricular education institutions throughout the country became possible thanks to distance learning. A large number of measures aimed at setting up long-term relationships for conducting career guidance work with educational institutions, developing an audience of applicants have been carried out.

***Prospects for further investigations*** are planning and description of the mechanisms of effectiveness of career guidance work of the University.

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