

УДК 378.016:316.453

MODERN TECHNOLOGIES OF SOFT SKILLS FORMATION FOR SOCIOLOGY STUDENTS

СУЧАСНІ ТЕХНОЛОГІЇ ФОРМУВАННЯ «SOFT SKILLS» У СТУДЕНТІВ СОЦІОЛОГІВ

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Abstract: This article explores the process of developing students soft skills as an important component of preparing future professionals in the field of sociology. The author conducts a theoretical analysis of modern educational models of soft skills in the context of scientific research and describes the structural components of these skills. The author also examines the experience of using innovative methods of soft skills development by the faculty of the Department of Sociology at Kyiv National Economic University named after Vadym Hetman, such as simulation and training methods, workshops, meetings with experts, and master classes.

Keywords: higher education, student youth, innovative approaches for soft skills development, simulation teaching methods, training teaching methods, workshops, expert master classes.

Анотація. Стаття присвячена дослідженню формування «soft skills» у студентів як важливої умови підготовки фахівців соціологічних професій. У роботі здійснено теоретичне вивчення сучасних освітніх моделей «soft skills» у контексті наукових досліджень, описані структурні компоненти «soft skills» фахівців. В роботі розглядається досвід використання викладачами кафедри соціології Київського національного економічного університету імені Вадима Гетьмана таких інноваційних технологій формування «soft skills», як: імітаційні та тренінгові технології, воркшопи, зустрічі із запрошеними експертами, майстер-класи фахівців та інші.

Ключові слова: вища освіта, студентська молодь, інноваційні підходи формування «soft skills», імітаційні технології навчання, тренінгові технології навчання, воркшопи, майстер-класи фахівців

Introduction. In our time, we observe the process of institutional transformation of higher education, which is characterized by the peculiarities of new labor markets. Higher education and higher educational institutions, as its main actors, are forced to adapt to new trends in labor markets, which require constant updating of highly specialized professional knowledge, new forms of their transmission, and utilization in education. Permanent changes in the labor market influence the development of educational technologies and innovative teaching strategies in higher education. The main task of modern higher education is to create a professional personality capable of quickly adapting to a new social environment and capable of self-realization and career development.

Main Text.

In the era of rapid informatization of society, the main competitive advantage is the presence of "soft" skills among employees. Regardless of professional qualifications, modern professionals must be distinguished by a high coefficient of

"soft skills," which ensure 85% of today's career success. The concept of "soft skills" has become an integral part of the global labor market in various sectors of the economy and society over the past 20 years. In many contexts, "soft skills" are equated with terms such as "employability skills," "people skills," "non-professional skills," "key skills," "skills for social progress," and "life skills." European Union member states have adopted a series of documents allowing for the introduction of a unified classification of "soft skills" for the European Economic Area. European initiatives for skills development have included "Rethinking Education" - consulting EU member states on investing in skills development for optimal socio-economic results.

In the study of the formation of "soft skills" in young students, the works of the following foreign experts are important: B.A. Ritter, E.E. Small, J.W. Mortimer, who relate teamwork, communication, and leadership skills to "soft skills." K.J. Perez-Maya, E.R. Purcell, J.V. Reyes Bernardo consider "soft skills" on one hand as general (non-academic) skills, and on the other hand, as the most important skills in the modern world labor market, especially in the context of rapid technological development. Scholars propose the following types of "soft skills": communication skills, critical thinking and problem-solving skills, teamwork skills, lifelong learning skills and information management, entrepreneurial skills, ethics and professionalism, leadership skills. Some scholars consider "soft skills" as a sociological term related to the emotional intelligence quotient of a person; a set of personality traits, social skills, communication abilities, personal habits, friendliness, and optimism. On the other hand, some authors define "soft skills," emphasizing their role in building a professional career. "Soft skills" are personal qualities, characteristics, talents, or the level of enthusiasm for professional activities that distinguish a person from others with similar skills and competence [1, pp. 32-33].

Analysis of the Ukrainian scientific discourse has revealed that recently there has been a noticeable increase in interest among practitioners and theorists of education in the potential of disciplines in higher education for the formation of soft skills, as evidenced by studies by A. Bezzus, I. Hevlycha, L. Hevlych, K. Koval, Yu. Fedorova, I. Fedulova, Vargati O., Komar T., Afanasyenko V., Kuleshova O., Mikheyev L., and others.

To successfully develop soft skills in today's students, to create a professional personality ready to perceive social changes, embrace new values, and capable of self-development and self-realization, higher education institutions need to employ various innovative forms and teaching technologies: problem-based lectures, case studies, brainstorming sessions, discussions with elements of analysis, workshops, work in small creative groups, business games, meetings and conversations with invited experts, expert master classes, multimedia information technologies, modeling technologies, training technologies, and gaming methods.

The readiness of teachers to implement innovative teaching technologies requires a high level of development of their informative and pedagogical competencies. The Department of Sociology of Kyiv National Economic University named after Vadym Hetman constantly works on creating new educational and training workshops, training courses, and modern disciplines using problem-solving

innovative teaching technologies. For example, within the accredited educational-professional program "Social and Media Communications," the department's teachers have developed disciplines aimed at forming soft skills in students. Disciplines such as "Professional and Communicative Culture of the Sociologist," "Social Psychology," "Fundamentals of Theory and Practice of Social Communications," "Communications in Business Communication," "Intercultural Communication," "Information Technologies in Sociology," "Social Technologies," "Assessment Research in the Social Sphere," "Methodology of Sociological Research," "Sociology of Management," "Sociology of Innovation," "Sociology of Career and Leadership," "Sociology of Conflict," "Theory and Practices of Modern Media Research," "Social Dialogue," "Ethics of Business Communication," and others. These disciplines help students develop the necessary soft skills: ability to collaborate in a group and team, mobility, adaptability, ability to set personal goals and perform various roles and functions in a team, ability to determine and implement the communication goal depending on the circumstances; analyze the main patterns of interaction, revealing the connection between interpersonal and social relationships; ability to analyze the social psychology of groups and identify communication features in real social groups; ability to demonstrate communication competencies; model situations of group dynamics and their development; ability to possess self-analysis skills, be critical and self-critical based on appreciation and respect for diversity and multiculturalism.

With the aim of implementing problem-oriented teaching and learning through educational workshops, master classes, and practical training, faculty members of the Sociology Department constantly conduct various meetings with invited experts and master classes. The outcomes of these meetings are utilized by the department to update educational programs, enriching them with practical cases that enable students to acquire knowledge, skills, and competencies necessary for the formation of soft skills. For example, in November 2022, within the framework of the "Education and Business Collaboration: Uni-Biz Bridge" project, a meeting was organized and held with experts from the international company Deloitte on the topic of "Communications in an International Company." Additionally, on November 23, 2023, faculty members of the Sociology Department actively participated in organizing the 11th International Business Forum "Science-Business-Education: Strategic Partnership." Within the forum, meetings with experts and panel discussions on educational trends and business practices, the university's mission in preserving mental health in wartime conditions, and innovative educational process tools were organized.

Conclusions. Therefore, today the educational process in higher education is filled with effective innovative educational technologies that help in the formation of "soft skills" competencies. In order to successfully develop a professional personality ready to perceive social changes, adopt new values and behavioral patterns, capable of self-development and self-realization, the Department of Sociology of Kyiv National Economic University named after Vadym Hetman is constantly working on creating new educational workshops, training courses, and modern disciplines using problem-solving innovative teaching technologies.

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