3.4. INFORMATION-AXIOLOGICAL TRAINING OF FUTURE AGRARIAN SPECIALISTS IN THE CULTUROLOGICAL ASPECT

To date, it has already become a recognized fact that the education crisis becomes global and significantly affects the nature of social being - mainly on the state of its spiritual and cultural component. First of all, a manifestation of this crisis was a noticeable falling interest of young people to knowledge and decline in the prestige of education in the public consciousness. Paradoxically, but at the same time, as a result of mankind's transition to a fundamentally new stage in the history of its civilization, which is increasingly acquiring the features of innovative development, there is an urgent need to overcome the crisis by significantly improving the education quality. An in-depth analysis of this crisis nature allows us to conclude that its essence lies in the incompatibility of traditional goals, content and nature of education with the new realities of the information society and the innovative type of its development. Indeed, a global gap between them requires urgent development and implementation of a new educational paradigm into practice.

E. Kuzmin[1] writes about the challenges and threats of the global information society, pointing out that «People need to understand who created the information and for what purpose ...», that is, modern society requires new criteria for evaluating information. Faced with a massive flow of diverse information, users of global networks are simply not able to adequately comprehend it. In this situation, an important role belongs to educational institutions. The issues of evaluation and information management, especially in the education field, are of particular relevance.

It is characteristic that the very awareness of the existence of these contradictions greatly increased the interest in the philosophy of education, revived the study of important relevant theoretical and applied aspects of modern pedagogy. Particularly acute in this case acquire the problems of higher education, which gives a person vocational training and prepares the national elite of every nation, every country. An important task that reveals the essence of the humanistic orientation of the activities of higher educational institutions is to create conditions for mutual understanding, a common vision of the problems of life, activities, etc. people in the world that has become global, and therefore the common living space of modern society.

Indeed, by and large, it is graduates of higher education who must be the heirs of the treasury of material and spiritual culture accumulated by previous generations; they have the high public mission to enrich and develop this culture and pass it on to the next generations. But at the same time, graduates of higher education are also the bearers of this culture; they largely determine the levels of spirituality in public life, the nature of life goals and values of wide sections of the population, their aspirations and interests, their moral standards, artistic tastes and ideals.

At the same time, the results of the analysis of social practice give weighty reasons for asserting that in reality the majority of high school graduates not only do not fulfill the most important tasks assigned to them, but also cannot perform them properly at all. And the entire responsibility for this situation lies precisely with the educational system, primarily at higher educational institutions and their scientific and teaching staff. Indeed, having defined for themselves the main task of carrying out purely professional training of specialists, higher education should take into account that its task should be to comprehensively prepare a young person for successful life and activities in the future information and communication society. Therefore, students should be taught to understand the logic that the information needs of an individual depend on the possibilities of perception and information processing, on the availability of knowledge about the information space structure (metainformation).

The ambiguity and complexity of the modern communication situation, when information not only expands the horizons of human development, but also actively influences the inner world of the individual, gave rise to ambiguous assessments among researchers. In particular, researchers

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[1] Kuzmin, E.I. (2012): Challenges and threats of the global information society as a context of library activity. Modern Library, №8, pp. 12–17.

such as K. Kinnik, D. Cregmon, G. Cameron, P. Lazarsfeld, and R. Merton confirm that people become accustomed to the turmoil of their lives and become indifferent to the world around them, lose their sensitivity and mercy. Cultural and ideological expansion acquires a wide scale and people no longer perceive good, conscience, justice as value dominants.

According to D. Kuznetsov[1], in modern conditions there is a certain ideological conflict, because within the framework of a single society, not just different, but directly opposite systems of values and norms can coexist freely. It was democracy that gave a person not only the opportunity to possess a certain amount of liberal freedoms, but also put him in a situation where he simply does not know what to give priority to value.

Since the mid-1990s, work on the problem of cultural studies at various levels of education began to intensify. This problem was dealt with: L. Voronkova, S. Ikonnikov, E. Kuzmina, S. Mintz, S. Serdyuk, A. Flier, etc. The problems of developing the network society properties in general and social Internet networks in particular are of interest. Virtualization of modern society is explored by many western and domestic scientists, in particular: P. Bourdieu, V. Byul, G. Gradoselko, J. Delez, D. Ivanov, T. Karabin, M. Castells, S. Konoplitskaya, N. Korytnikova, E Prokhorenko, S. Romanenko, I. Semenova, A. Fomin, V. Shcherbina and others. Scientists are concerned that the rational engineering and technology development planning, if it is divorced from humanistic goals and values, is capable of producing consequences that destroy the foundations of human existence.

Social networks, media and television often provide fake information. This is due to the fact that a huge flow of information is not filtered either by social community's moderators or by consumers of this information. In addition, in dense information flow difficult to distinguish fake from true information. Given this, it is important to formulate a strategy for confronting the information war for preventing the promulgation of fake information and refutation already published, said A. Kitsa[2].

The virtual world is developing on the background of numerous processes penetrating the information circulation in networks: criminalization of society, decline in living standards of the vast majority of the population, destruction of cultural traditions and erosion of moral values. Today, the problem of orientation in communication channels, information becomes more accessible thanks to the unified social and communication system of the society. The problem is not only technical, but also humanitarian.

An article by A. Alekseenko[3] is devoted to the analysis of the situation that has developed in modern education. The author believes that modern intellectual knowledge has reached a fairly high level, while at the same time, doubtful "educational programs" for the training of various kinds of technologists are increasingly being offered. The problem situation requires an answer: how capable is such an expert for independent creative work, the ability to solve difficult problems, to find a way out of those non-traditional situations. There have been dangerous tendencies, manifested in the substitution of an inquiring mind, creative inspiration and creative work of the mind with passive assimilation of information.

As sociological and psychological studies show, only a relatively small part of the society successfully adapts to the changes caused by the network logic of the information society.

Analyzing the content, forms and methods of cultural education in an agricultural educational institution, based on the paradigms of the axiological approach.

The main characteristic of the information and communication space of modern civilization in the 21st century has become the mediality as well as countless Internet resources. They have

[1] Kuznetsov D.V. The role of modern communications in the formation of mass consciousness // Philosophy and Society. – 2004.– № 3.– P. 92–104.

[2] Kitsa M.O. Feykova information in Ukrainian social media: understand, see, glaring at the auditorium. URL: https://yandex.ua/search/?text. (date of the beast: 10.11.2017)

[3] Alekseenko A.P. «The Disease of the Spirit» of a modern technologized person // Social-humanitarian vectors of pedagogical schools: materials VII International Scientific and Practical Conference, Kharkiv, 28 April 2016, p. / KNTUSG im. P. Vasilenko. - Kharkiv: Miskdruk, 2016. - p. 26–35.

gained particular popularity among schoolchildren and students who use web services as a platform for communication in the network. Communication process associated with "virtual identity" has a significant impact on the formation of the modern social environment, the communicative space, and in general, the image of a person in the information society.

In addition, the loss of understanding by some of its representatives of the need to ensure the systemic integrity of the educational process should also be considered a characteristic phenomenon in the life of modern higher education. In our opinion, together with a completely natural desire to improve the quality of training and ensure an appropriate level of professionalism of future specialists, there is some neglect of the equally important tasks of their upbringing and personal development. And this, paradoxically, has a negative effect on the professional and social competence of graduates, on the predominance in them of the technocratic nature of thinking, the underdevelopment of creative abilities and the desire to maximize the realization of personal creative potential. One of the reasons for this situation was the lack of attention to the socio-humanitarian component of vocational training.

The essence of the humanitarization of education is in the humanization of all the knowledge generated by a specialist, the importance and necessity of them not only for production, but also for the development and self-realization of each individual within a society. Indeed, the possibility of mass higher education (today it would be more accurate to say - obtaining a higher education diploma) helps to increase the level of technological knowledge, however, the spread of technocratism as a way of thinking at the same time leads to a gradual but steady decline in spirituality and culture.

The place of the eternal universal values – is occupied by the desire for material goods, wealth and power, which also serves as a means of enrichment. Life goals are leveled, which are also associated mainly with the material aspects. In fact, what A. de Saint-Exupery once called the luxury of human communication is lost, its beauty, humanity and emotional coloring disappear from communication.

However, values – are the most important integrative basis both for an individual and for any social group, culture, nation, society, humanity. The role of values – is growing and means so much for modern man. About this G. Sperry noted: «... our current global crises are largely the result of inadequate social values and views ... that human destiny and the fate of our entire biosphere are completely dependent on those views and values, that next generations will choose ... according to which they will live and by which they will be guided»[1]. Therefore, we pay special attention to the axiological approach in teaching cultural disciplines.

Axiological approach is widely used in philosophy, ethics, aesthetics, psychology, sociology, cultural studies, library science and other sciences. The cultural-historical aspect of the axiological approach is determined by the role that values played and play in human life, in the historical destinies of peoples and in the history of culture. Man lives in the world of values. M. Bakhtin repeated several times: «In the absolute value emptiness no saying is possible, self-consciousness is impossible»[2]. Axiological rationality in humanitarian studies is justified not only as a form of research behavior, in a certain sense it is a property of the research object itself. According to A. Golubev, the principle of axiological rationality implies, in the ideal case, conscious reflection and declaration of those values that guide the research process, which, by the way, has nothing to do with the notorious principle of party science[3]. Today, based on the social situation of any country, values in society are divided. Values do not just change, but «break up», accompanying the process of social standardization. According to E. Toffler[4], there may even be a

[1] Bolshakov V.P. The meaning of culture, its levels and values // Bulletin of NovSU. Ser. : Humanitarian sciences. – 1998. – p. 73.

[2] Bakhtin M.M. Aesthetics of verbal creativity. – M., 1986. – p. 134. – p. 134

[3] Golubev A.V. Ethnopolitical research in the context of the ideas of modern humanities: the problem statement. URL: http://weblib.ssu.samara.ru/DLib/vestnik/documents/2002305011.html

[4] Toffler A. The Adaptive Corporation. Aldershot : Gower, 1985. Ibid.

conflict of values between different social groups. Such radical turns in the social structure are associated with the rapid acceleration of technological progress and the introduction of ICT.

The value orientations of social systems are the object of attention of society as a whole, as well as the humanities. According to researchers, the current time is characterized by the loss of many values, including the value of the information itself. Information has become publicly available and is losing its significance as a development potential. Increasingly, researchers and experts are turning to the phenomenon of «knowledge» in communication channels [4, 9]. There is a process of spontaneous formation of a new hierarchy of values of the information society. Any society has a complex process of forming values and attitudes towards them. Both an individual and society as a whole have the ability to prevent informational hazards by creating an information shield: a value system focused on the global principles of the safety of human activity. Therefore, for human survival, adaptation to modern conditions, it is necessary to form an internal information board, which does not allow harmful and redundant information into the information environment.[1].

One of the communication channels that translate values from society to the individual is education. It becomes a form of human existence in the information society. This trend is indicated by the expansion of the communication space and reflects the movement of the communication means of modern culture towards a person, enhancing his communication needs, realizing the features of interpersonal communication, forming the context and means of communication feedback.

At present, the communication content of the channels is kept on documentary and electronic channels. The choice of channel and means of communication depends on the advantages and disadvantages of the means of communication and their capabilities, as well as filling information. A completely adequate situation in the field of education is the priority of electronic communication. A new generation of students has grown in an electronic environment.

If earlier the global network was used exclusively as a medium for transferring files and e-mail messages, today it is used to solve more complex problems of distributed access to Internet resources. No matter how the search tools are improved and changed, the ever-increasing volume of the information array needs an orderly system for accessing and using information and knowledge. In this context, readiness for intercultural communication is considered by us as an essential aspect of human personality ready for full-fledged social interaction. An important role in this can have a library. A modern library can create conditions for personal development, including the formation of readiness for intercultural communication as the most important factor in its full socialization and self-realization in society. After all, young people in modern conditions hard had given the right choice in life. In order for a student to freely navigate in the products and services provided by the university library, he must have certain skills and abilities to work with library products and reference and bibliographic apparatus. These skills should be mastered in the course «Student Information Culture». This course is aimed at developing skills in working with catalogs, databases, culture of information retrieval in the general array of documents. The course also provides for the student to understand the essence of the information culture both needed and necessary for him in future activities at senior courses and his information culture as a future qualified specialist.

All-consuming dynamism, constant variability of the environment, value reference points - all this is characteristic of a modern civilized society and, of course, «dictates the conditions» in which the educational process takes place. In the Ukrainian society, due to the specificity of its current development, the general civilization tendencies were superimposed by their own, home-grown, associated with a cardinal change of the former soviet norms, stereotypes, guidelines and values. Each of today's students is a peculiar heir to the previous culture of mankind, having the right to choose from the diversity of its moral, political, ideological, aesthetic and other values. However, by objective living conditions, they have already been placed in a limited circle of

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[1] Grabar N.G., Sokolovskaya TB The mission of libraries in the conditions of electronic information revolution. Bibliotechny forum of Ukraine. – 2012. – № 2. – p. 8–11.

possibilities, conditioned by genetic, and socio-political, and national, and economic, and other factors. Today's «time of trouble» significantly complicates such a choice. Surrogates of other cultures, products of mass culture, simplified primitive values are being imposed quite successfully by young people.

Note that the limit of social media's negative impact on young people is individual for each user of the network and depends on the free choice of the individual, as well as on the level of development, social (real and virtual) connections, skills to quickly and plastically perceive, analyze, absorb media texts, and also the abilities and skills to acquire new knowledge in the media space and it is logical and expedient to use them without harming oneself, the society as a whole. We are deeply convinced that these tendencies can be broken not by the usual way of «enhancing educational work», but by introducing new educational goals, the content of which should be to instill in every student a deep inner need for spiritual culture and thinking culture, understanding humanistic content and purpose of both knowledge and technology. It is even more important to form their desire for creativity and independent learning, understanding of the intrinsic value of education and knowledge, their inseparability from culture.

An important factor in the formation of a general culture is cultural studies, which are mainly implemented in the higher education system. Culturological training combines a set of academic disciplines, a system of educational activities that are aimed at an active life position.

The Department of Cultural Universals of the Kharkiv Petro Vasylenko National Technical University of Agriculture closely interweaves long-standing traditions in innovative forms of work with students. Students receive knowledge in the following subjects: «History of Ukrainian Culture», «Cultural Studies», «Professional Ethics», «Corporate Culture», both in the classroom and out-of-class form. We use various forms of material presentation: lectures, seminars, interactive debates, situational role-playing games, «round tables» allow us to implement both didactic and educational goals. During such classes, the teacher gives students the opportunity to exchange views, express their views on certain problems, situations, tolerate opponents and students from other countries, their culture[1].

The lecture as the leading form of organization of studies in a higher educational institution is designed to form the basis of knowledge for students in a specific scientific field, as well as designate the direction, main content and nature of all types of studies and independent work from the relevant academic discipline. An important task of the teacher is to activate the mental and communication activities of students. Technical teaching aids (visual, sound) enhance the didactic possibilities of visualization of educational information. At the same time, the student not only listens attentively, but also takes part in the discussion of problematic, debatable questions at a special time.

The lecture-visualization helps students transform the lecture material into a visual form, which contributes to the formation of their professional thinking by systematizing and highlighting the most significant, essential elements. Using videos during a lecture allows students to develop an interest in a particular topic. The most common form of teaching material is multimedia presentations. The use of multimedia contributes to the development of diverse personal inclinations, especially mental (attention and memory).

Other forms are no less popular, in particular: lecture-conversation and lecture-discussion. They help students more clearly understand the problem, get answers to difficult to understand questions. Situational role-playing games are popular with students. During the game, the teacher determines the semantic line of analysis of a theoretical problem or practical situation, raises additional questions and poses a problem. He calls on all participants in the game in an atmosphere of goodwill, mutual aid and equality. The classes are completed by summing up, where they are noted on the content and feasibility of the psychological and methodological plan.

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[1] Mazorenko M. O., Grabar N.G. Innovatsiyni form vikladannya culturological disciplines // Problems of development in vichy agrarian primary schools and phylosophical ambush of izvvyazyannya: materials for the round table, Kharkiv, 22–23 kv. 2010 r. - X.: Miskderuk view, 2010. - p. 185–190.

Extracurricular activities require considerable organizational preparation, but always bring the desired effect. Classes-excursions (museums, theaters of the city, exhibitions, excursions, memorials), the purpose of which is to familiarize students with the cultural and historical heritage of the Ukrainian people, is realized by the formation of components of the axiological, normative and emotional-psychological order. Such studies also help to link theory and practice. The result of classes is a review of what they see in which students express their feelings and sensations.

Thus, the culturological cycle of disciplines is an effective factor in shaping the human culture along with the general individual socialization. The introduction of the humanitarian component in the educational process allows to increase the level of creative knowledge of students, to form national values, the rules of cultural behavior of the individual. The characteristic features of the information technology paradigm (network logic, flexibility, communication permeability, etc.) require qualities such as information tolerance and information activity from students.

Effective methods of mastering students of educational institutions of the agrarian profile of the humanities disciplines of the culturological cycle require a serious and responsible attitude to the theoretical positions of these academic disciplines. If the information environment is organized taking into account the basic laws and laws of the functioning of information processes, the main methods of transforming information into knowledge, then a new educational environment will be formed rationally and purposefully.

New conditions of education dictate the paradigms of the axiological approach. To familiarize students with the strategy of using innovative technologies in the educational process, it is necessary to formulate their ability to manage information resources and communication technologies. Forms and methods of pedagogical work contribute to the formation of a valuable attitude to information: conversations, consultations, individual work with the establishment of interpersonal contacts, lectures, cultural and educational activities.

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8. Toffler A. The Adaptive Corporation. Aldershot : Gower, 1985. Ibid.

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