

**МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ  
СУМСЬКИЙ ДЕРЖАВНИЙ УНІВЕРСИТЕТ  
КАФЕДРА ІНОЗЕМНИХ МОВ  
ЛІНГВІСТИЧНИЙ НАВЧАЛЬНО-МЕТОДИЧНИЙ  
ЦЕНТР**

**МАТЕРІАЛИ  
X ВСЕУКРАЇНСЬКОЇ НАУКОВО-ПРАКТИЧНОЇ  
КОНФЕРЕНЦІЇ СТУДЕНТІВ, АСПІРАНТІВ ТА  
ВИКЛАДАЧІВ  
ЛІНГВІСТИЧНОГО НАВЧАЛЬНО-МЕТОДИЧНОГО  
ЦЕНТРУ КАФЕДРИ ІНОЗЕМНИХ МОВ**

**“WITH FOREIGN LANGUAGES TO MUTUAL  
UNDERSTANDING, BETTER TECHNOLOGIES AND  
ECOLOGICALLY SAFER ENVIRONMENT”**

**(Суми, 24 березня 2016 року)  
The tenth all Ukrainian scientific practical student`s,  
postgraduate`s and teacher`s conference**

## PROFESSIONAL MOBILITY OF MEDIA COMMUNICATION STUDENTS AND ROLE OF FOREIGN LANGUAGES

*E. Shcherbak – Sumy State University, MDm-51  
S. Zolotova – E L Adviser*

The Ukrainian system of higher education is one of the most active to meet the challenges of the modern world. The processes of integration into the European area changed its teaching approaches, making the competency building approach a leading one. Development of key integrative and professional skills trains future specialists to solve correspondent issues within their working field successfully.

The modern labour market demands constant improving of professional knowledge and mastering new techniques and adjacent professions that, by far, are the components of professional mobility. Thus, forming of university students' professional mobility is of top priority.

The issue of professional mobility was considered by many scientists in different fields. Among the most popular are the papers of L. Goryunova, Ye. Zeyer, B. Igoshev, L. Merkulova and L. Sushchentseva. In their works L. Merkulova and O. Starshynova lay special stress on foreign languages as an efficient tool of professional mobility.

There are many different definitions of “professional mobility”. After B. Igoshev, professional mobility is an integral quality of a personality, its ability to change a professional status, positions and to move professionally under personal knowledge, needs and qualities [1:89].

The development of communicative technologies implies oversaturation of modern media landscape and its constant integration. New professions, connected with information dealing and distribution, appear on the labor market, giving opportunity to new specialists and making them move forward professionally in order to meet challenges. That is why a foreign language is of great importance for a future media worker. The foreign language enables access to world sources of information and allows building international bridges between national media spaces.

The main modern method of teaching foreign languages is a communicative one, enabling communication as an aim and means of teaching. On the one hand learning of foreign languages develops such cognitive operations as analysis, synthesis, abstracting, concluding, etc. On the other hand, the following three components allow efficient professional mobility:

- motivational and cognitive, concerned with the motivation development towards professional experience. Motivational element stands for the desire of self-actualization in the professional area, while a cognitive one employs striving to obtaining knowledge and expanding perspectives;
- organization and activity, aimed at formation of skills, necessary in tackling the professional tasks of media sphere workers;
- social and communicative involves knowledge possession of professional space and ethics as well as adaption to it.

Taking into consideration the above-mentioned, the effective means of professional mobility formation are the next:

- role-playing games that concern modeling professional situations and teaching business communication, cooperation in a staff as well as efficient problem solving;
- multimedia presentations and report preparing: by doing this students are training the skills of effective monologue, experiencing communication on the level addresser – addressee;
- roundtable discussions that gives the knowledge and ability to use masterly both language and target professional knowledge.

Participating in conferences, webinars and seminars is an integral part of forming the students' motivation towards professional development and, thus, foreign language mastering.

In conclusion, it is necessary to underline the urgency of modern media specialists to their professional development when the knowledge of foreign languages is a must-be. Efficient teaching of it will give an opportunity of quick and progressive professional mobility.

#### Literature

1. Igoshev B. M. Organizational and Pedagogical System of Preparing Professionally Mobile Specialists at a Pedagogical University: Monograph / B. M. Igoshev. – M.: Humanitar. publ. center “VLADOS”, 2008. – 201 p.