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METHODICAL GUIDE TO FORMATION OF SOCIAL AND COMMUNICATIVE CULTURE OF STUDENTS OF MEDICAL UNIVERSITIES DURING NON-UNIVERSITY HOURS

Vdovichenko E.M.

Interregional Academy of Personnel Management

The author's methodical guide to formation of social and communicative culture of students of medical universities during non-school hours is presented in the article. The program of the elective course «Socio-communicative culture of the future medical men in professional activity» and the training program «Modern interactive technologies to formation of socially communicative culture of medical students» for the curators of higher educational institutions are being analysed.

Keywords: students, social and communicative culture, methodological guide, trainings, elective course, after-hour activities.

Challenge problem. In the terms of modern dynamic social transformations, to provide graduates of higher medical educational institutions with communicative culture and professional competence is one of the tasks of higher education in Ukraine is. Modern educational institutions, which train medical specialists, can not stay out of reforming the higher education in Ukraine.

Analysis of scientific research studies. Formation of communicative culture of medical professionals was the subject of the recent researches, namely: the personal and professional development of the future doctor (A. Gumenyuk, T. Skryabina, J. Tsekhmister); development of the medical worker's professional culture (A. Krsek, M. Lesnoy, S. Khlestov) and the future doctor's professional and ethical culture (A. Agarkova, S. Buchalsky, A. Uvarkina), formation of the doctor's communicative culture (A. Markovich, V. Oleinik, L. Pereimibida), mastery of professional language in formation of the future doctor's communicative culture (G. Sagach, S. Poplavskaia, I. Timchenko).

The research objective. This paper deals with the analysis of the author's methodological guide to forming of social and communicative culture of students of medical universities in extra-curricular time.

The main body of the research with scientifically based results. The development of the society according to the principles of universal values requires the development of new methodological approaches to the higher education aimed to form a humanistically-oriented future doctor whose key competence is the high level of social and communicative culture in professional activity.

In recent times, the efforts of scientists to determine the conditions and pedagogical possibilities to form of socio-communicative culture have intensified, because it is one of the modern specialist's professional values.

Analysis of psychological and pedagogical researches shows that many domestic educators and foreign scholars are interested in examining the problems of the development of social and communicative personal culture.

In order to thoroughly disclose our key concept of «communicative competence», we turned to the psychological research in which the essence of the communicative aspect is under consideration and, in its turn, it requires the study of the ability and

readiness of an individual to communicate as well as its constituents.

The number of issues relating to the formation of socio-communicative culture of an individual always have been in the focus of philosophical, cultural, psychological and pedagogical researches. The requirements of such a professional level objectively make it important to update the content of professional training of future doctors in accordance with the National Doctrine of Education Development of Ukraine in the XXIst century.

The tendency to consider social and communicative culture to be an independent subject of interdisciplinary research was reflected in the general-researches, in which the results of studies conducted within the framework of various scientific schools, trends, approaches to construct general theory of communication are summarized.

The priority task of the modern system of higher medical education in Ukraine is formation of competent doctors carrying out social and communicative activity, a culture of behaviour, and ethics of professional and interpersonal communication. Communication in the structure of the doctor's professional activity is a multifunctional phenomenon, and it contributes to the effective performance of various professional tasks.

In the process of communication with various actors during the process of the professional activity, in our opinion, it is significant for future doctors to go by universal values, among which an important place is given to communicative culture that is aimed at affirming humanistic values in the professional work of doctors.

Medical practice specifics that the medical worker's culture in the process of performing of professional duties is based on common culture values and the ethics of a medical worker.

In this regard, it becomes urgent to form conscious attitude of students towards their future professional activity, to achieve a high standard of speech, to develop business communication skills, students' self-education and self-awareness about the need to increase the level of communicative competence during out-of-class activities.

Research methodology of the study of formation of socio-communicative culture of students of medical schools is philosophical provisions on

- the unity of theory and practice;
- on a person as a subject of activity;

- on the subject's activity in cognitive work;
- general theoretical and methodological provisions of philosophy, psychology,
- pedagogy/educations science on the leading role of culture in the development of an individual;
- modern concepts:
- democratization and humanitarization of education,
- personally oriented education and upbringing,
- continuing education and pedagogy of individuality,
- development of vocational education and training.

The methodological support to form social and communicative culture of students of medical universities in off-hour time consists of the following items:

- diagnostic questionnaire;
- diagnostic psychological methods;
- programs of the elective course «Socio-communicative culture of the future doctor in professional activity»;
- programs of the training «Modern interactive technologies to form social and communicative culture of medical students» for the curators of higher educational institutions.

The program of the elective course «Socio-communicative culture of the future medical men in professional activity» is specified below.

The education system of Ukraine reforming and its improving and raising quality level of it are the most important socio-cultural problems, which are influenced by the globalization processes as well as by the needs to form positive conditions for individual development, socialization and self-realization in the world.

The strategic trends of the development of higher education are determined by the Constitution of Ukraine, the laws of Ukraine «On Education», «On Higher Education» and the National Doctrine of Education Development, state normative documents.

As noted in abovementioned normative documents, «the existing educational system in Ukraine does not meet the requirements that it faces in the conditions of the development of Ukrainian statehood, cultural and spiritual revival of the Ukrainian people. This is obvious with the regard to the lack of responsiveness of education to personal needs, social needs and the world achievement of the mankind».

Increasing role of communication, which is spreading in the modern society, is caused by the integration of cultures. For today, communicative culture is a necessary condition to form a modern personality, a mean of self-realization and achievement of success, self-affirmation and the way to achieve one's goal in interpersonal relationships.

The main goal of the state policy in the field of education is to create conditions for the development of the individual and the creative self-realization of every citizen, to update the content and organization of the educational process in accordance with democratic values, the foundations of the market economy, modern scientific and technological achievements.

To help the future doctor to choose the proper society of cultures, to create an environment that will facilitate the implementation of his profession-

al and spiritual self-determination is the task of the medical institution. The level of doctor's professional competence depends on the doctor, his professional skills, impeccable knowledge of his or her profession, erudition, general culture, perfect mastery of professional communication.

Therefore, the objectives of the elective course program «Socio-communicative culture of the future medical men in professional activity» are:

- to provide students with knowledge of how to form the communicative culture of students of medical universities
- theoretical and methodological aspects of development of professional communicative skills of future doctors,
- to determine the features of speech communication during the professional activities carried out by a doctor.

The elective course program «socio-communicative culture of the future medical men in professional activity»

№ s\n	Content	Number of learning hours	
		lecture	seminar
1.	Introduction.	2	
SOCIAL CULTURE OF PERSONALITY			
2.	Self-understanding and understanding of other people	2	4
3.	From self-knowing to knowing of others. I am unique		4
4.	My character	2	4
5.	My emotions and feelings		6
6.	Communication and I	2	6
7.	Communication with colleagues and I	4	6
8.	Communication with patients and I	4	6
9.	Learn how to understand my self	4	8
10	Learn how to understand other people	4	8
CULTURE OF COMMUNICATION			
11	Language etiquette and culture of communication		8
12	Learn how to interact with other people.		10
13.	Methods of not-evaluative judgment.		12
14.	Adequate self-esteem as the key to successful relationships	2	12
15.	Values in my life.		12
16.	Social values in my life.		12
17.	I in the eyes of others		10
18	Violations of interpersonal relationships and the ways of correction.		12
19	Conflicts and the reasons of their emergence.	4	16
20	Conflict solving.	2	16
	Total number of hours	32	112
		144	

The goal of the program is to provide the students with the methods of effective communication through gaming methods of teaching and active listening technique.

The program is aimed to:

- expand the opportunities to establish contact in various communication situations;
- improve the skills of understanding yourself, other people, as well as relationships between people;
- assume active listening skills;
- activate the process of self-understanding and self-actualization;
- expand the range of creative abilities.

As the data of the forming stage of the experiment show, the effectiveness of the introduction of the elective course «Socio-communicative culture of the future medical men in professional activity» was assessed according to the levels of the social and communicative culture of students.

– The total number of hours of the elective course was 144 learning hours. 112 learning hours are interactive: trainings, seminars, round tables, guest lecturers, webinars with experts, flash mobs, etc.

– At the beginning of the experiment, 14,3% of students had a high level of social and communicative culture, of 21,4% of them had a sufficient level.

– At the end of the experiment, the indicators of the formation of socio-communicative culture among students improved: so that the quantity of students with a high level of social and communicative culture increased up to 23,4%, and students with a sufficient level – up to 10,7%.

Conclusions and further research prospects. Thus, the positive results of the implementation of this program are achieved. There is positive dynamics in increasing the level of formation of the social and communicative culture of students during their extracurricular activities through the introduction of the elective course «Socio-communicative culture of the future medical men in professional activity».

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Вдовиченко О.М.

Міжрегіональна академія управління персоналом

МЕТОДИЧНЕ ЗАБЕЗПЕЧЕННЯ ПРОЦЕСУ ФОРМУВАННЯ СОЦІАЛЬНО-КОМУНІКАТИВНОЇ КУЛЬТУРИ СТУДЕНТІВ МЕДИЧНИХ УНІВЕРСИТЕТІВ У ПОЗАУРОЧНИЙ ЧАС

Анотація

У статті подано авторське методичне забезпечення процесу формування соціально-комунікативної культури студентів медичних університетів в позаурочний час. Проаналізовано програма факультативного курсу «Соціально-комунікативна культура майбутнього медика у професійній діяльності» та програма тренінгу «Сучасні інтерактивні технології для формування соціально-комунікативної культури студентів-медиків» для кураторів вищих навчальних закладів.

Ключові слова: студенти, соціально-комунікативна культура, методичне забезпечення, тренінги, факультативний курс, позаурочна діяльність.

Вдовиченко Е.М.

Межрегиональная академия управления персоналом

МЕТОДИЧЕСКОЕ ОБЕСПЕЧЕНИЕ ПРОЦЕССА ФОРМИРОВАНИЯ СОЦИАЛЬНО-КОММУНИКАТИВНОЙ КУЛЬТУРЫ СТУДЕНТОВ МЕДИЦИНСКИХ УНИВЕРСИТЕТОВ ВО ВНЕАУДИТОРНОЕ ВРЕМЯ

Аннотация

В статье представлено авторское методическое обеспечение процесса формирования социально-коммуникативной культуры студентов медицинских университетов во внеурочное время. Проанализирована программа факультативного курса «Социально-коммуникативная культура будущего медика в профессиональной деятельности» и программа тренинга «Современные интерактивные технологии для формирования социально-коммуникативной культуры студентов-медиков» для кураторов высших учебных заведений.

Ключевые слова: студенты, социально-коммуникативная культура, методическое обеспечение, тренинги, факультативный курс, внеурочная деятельность.