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## ВИКОРИСТАННЯ ПОТЕНЦІАЛУ ТЕРИТОРІАЛЬНИХ ГРОМАД У ФОРМУВАННІ ФАХОВИХ КОМПЕТЕНТНОСТЕЙ МАЙБУТНІХ КУЛЬТУРОЛОГІВ

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*У статті проаналізовано місце та роль територіальних громад у системі професійної підготовки культуролога. Визначено, що серед фахових компетентностей магістра культурології державний стандарт вищої освіти зі спеціальності визначає здатність професійно діагностувати, прогнозувати, проєктувати й моделювати культурний розвиток різних культурних регіонів, зразків художньої та візуальної культури. Описано, як підготовка таких фахівців, які здатні орієнтуватися в соціокультурному полі регіону стала однією із засад освітньо-професійних програм «Культурологія» першого (бакалаврського) та другого (магістерського) рівнів вищої освіти Полтавського національного педагогічного університету імені В. Г. Короленка. Схарактеризовано, як цей процес забезпечується не лише залученням стейкхолдерів з різних територіальних громад до процесу розробки, обговорення, зміни та перегляду освітніх програм як таких, але й співпрацею з роботодавцями у містах і селах Полтавщини й сусідніх областей у площині організації практики, забезпечення дуальної освіти культурологів, а також через залучення здобувачів освіти до соціокультурних проєктів, які проводять заклади й установи культури, громадські організації та окремі митці на місцях.*

*Доведено, що взаємна робота з підготовки фахівця з культурології, який не лише володіє широким спектром сучасних культурологічних знань, але й здатний здійснювати організаційну (часто охоронно-популяризаторську), дослідницьку (аналітико-практичну) та дозвілєву діяльність у сфері культури є візитівкою кафедри культурології Полтавського педагогічного університету з часів її заснування. Широкий базі стейкхолдерів, які залучені до цього процесу, сприяє сфера працевлаштування такого фахівця, яка охоплює і заклади освіти, і установи культури, а також культурно-креативні індустрії.*

*Проведено висновок щодо того, що прийняття у 2020 році стандарту вищої освіти за спеціальністю 034 Культурологія не лише сприяло окресленню кола предметів, здатних сформувати необхідні вміння та навички культуролога, але й визначило нормативний зміст підготовки фахівця, що включає в себе здатність організовувати та підтримувати комунікації з органами влади, науково-дослідними установами, інформаційно-аналітичними службами, засобами масової інформації з питань культури. Це спонукало до налагодження тісної співпраці зі стейкхолдерами та територіальними громадами для залучення студентів до роботи у містах та селищах регіону.*

**Ключові слова:** вища освіта, професійна підготовка, територіальні громади, фахові компетентності, практика, соціокультурні заходи, магістр культурології, бакалавр культурології.

**Formulation of the problem.** Among the professional competencies of a master of cultural studies, the state standard of higher education in the specialty defines the ability to professionally diagnose, forecast, design and model the cultural development of different cultural

regions, artistic and visual culture. The training of such specialists who are able to orient themselves in the socio-cultural field of the region is one of the foundations of the educational and professional programs «Culturology» of the first (bachelor's) and second (master's) levels of higher education of the Poltava National Pedagogical University named after V. G. Korolenko. This is ensured not only by the involvement of stakeholders from various territorial communities in the process of developing, discussing, changing and revising educational programs as such, but also by cooperating with employers in the cities and villages of Poltava Region and neighboring regions in the field of organizing practice, providing dual education of cultural experts, as well as through involvement of education seekers in socio-cultural projects, which are carried out by cultural institutions and institutions, public organizations and individual artists on the ground.

Mutual work on the training of a specialist in cultural studies, who not only possesses a wide range of modern cultural knowledge, but is also able to carry out organizational (often educational and popularizing), research (analytical and practical), as well as leisure activities in the field of culture is the hallmark of the Department of Cultural Studies of the Poltava Pedagogical university since its foundation. The broad base of stakeholders who are involved in this process is facilitated by the field of employment of such a specialist, which covers both educational institutions and cultural institutions, as well as cultural and creative industries (*Освітньо-професійна програма «Культурологія», 2020*).

The adoption in 2020 of the standards of higher education in the specialty 034 Culturology not only contributed to the delineation of the range of subjects capable of forming the necessary skills and abilities of a culturologist, but also determined the normative content of the training of a specialist, which includes the ability to organize and maintain communications with authorities and research institutions, information and analytical services, mass media on cultural issues. This prompted the establishment of close cooperation with stakeholders and territorial communities to involve students in work in the cities and towns of the region.

**Analysis of the latest research.** Not much attention of scientists was given to the stated topic, so we note the actual absence of special publications on this issue. However, some aspects of the practical professional training of a culturologist are stated in the works by Olha Chernyavska (Чернявська, 2020), Inna Hurova (Гурова, 2017), Vyta and Vitaliy Dmytrenkos (Дмитренко В, Дмитренко В., 2022), Lyubov Kravchenko (Кравченко, Карапузова, 2009; Кравченко, Степаненко, 2014), Alla Lytvynenko (Литвиненко, 2022), Renata Vynnychuk, Oleksandr Lukyanenko (Lukyanenko, Vynnychuk, 2022; Лук'яненко, 2023), and others.

The main basis of the research was: the educational and professional program «Culturology» of the first (bachelor's) and the second (master's) levels of higher education in the specialty 034 Culturology of the field of knowledge 03 Humanities, and the news on the cooperation between the department of Cultural Studies with the local authorities and territorial communities available on the official website of the Poltava V. G. Korolenko National Pedagogical University (*Кафедра культурології Полтавського національного педагогічного університету імені В. Г. Короленка: офіційний сайт*).

**The purpose of the research** is the analysis of using the potential of territorial communities in the formation of professional competences of future culturologists through the combination of individual disciplines of the professional training with practical activities in the field.

**Presenting main material.** One of the examples of such cooperation is the formation of soft skills of future culturologists and the provision of real practical. the content of theoretical disciplines. As an example, let's mention the cooperation with the community of Mali Budyshcha, Poltava Region, and Opishnya Territorially. community In May 2024, the staff of the department of cultural studies, together with students and the dean of the faculty of technology and design, Yulia Sribna, visited the «Opishnya Artel» in the village of Mali Budyshcha. The event was held with the support of a stakeholder of the specialty 034 Cultural Studies, the public organization «United by Hope» (chairman – Roman Shestopal) and the directorate of the cultural center. A bachelor's student of the Department of Cultural Studies,

craftswoman Valentyna Harmash introduced the guests to the history of the creation of a modern pottery art hub, gave a tour of the workshop and talked about Opishnya ceramics, showing exhibits from the exhibition space of the institution. Cultural studies students had the opportunity to see the process of making pottery on the wheel, and also try to sculpt a pot or a plate on their own. Nataliya Huryn, a graduate of the Faculty of Technology and Design, showed the intricacies of decorating the finished product with engobes – paints based on liquid clay of natural color and colored with pigment. In the second part of the meeting, students and teachers held a master class on making an Opishnya clay toy – a fistula rooster. Craftsmen were told about toy manufacturing technologies, about the specifics of sound generation thanks to the measured chamber inside the toy and the holes on its surface. The event became an important element not only in the development of soft-skills, but also contributed to the expansion of knowledge of the artistic traditions of the Poltava Region in the direction of regional cultural studies (*Викладачі й студенти кафедри культурології відвідали «Опішнянську артіль»*).

Another example is cooperation with local authorities, representatives of departments and cultural divisions of territorial communities, as well as public organizations in the plan of conducting joint socio-cultural projects aimed at the development of local culture. Among them, the project «Poetic Dialogues» was developed and initiated with the participation of students and graduates of the specialty 034 Cultural Studies. As an example, we will give the last event that took place in May 2024. On May 25, 2024, the Department of Cultural Studies of Poltava National Pedagogical University named after V. G. Korolenko together with the public organization «United by Hope» held a socio-cultural event in the town of Hlobyno in Poltava region. The literary evening «You are hundreds of words» introduced the listeners to the work of the young local poet Yevhenii Khvylovy (Skhirko), a graduate of the Poltava Pedagogical University, a teacher of biology and natural science at the Hlobyno Lyceum No. 1 named after V. E. Kurchenko. The moderator of the dialogues was Oleksandr Lukyanenko, the head of the department of cultural studies of the Poltava V.G. Korolenko University.

In the Hlobyno City Council, within the framework of the «Poetic Dialogues» project, the authors discussed the issues of the artist's first literary steps, the place of a modern young poet in the literary firmament, the combination of creativity and other social activities, and the search for free time in the teacher's workday for literary work. Oleksandr Lukyanenko and Yevhenii Khvylovy exchanged views on the role of the hometown in shaping the artist's worldview, as well as on the artist's ability to influence both the national consciousness and the worldview of people from different countries. The participants of the dialogues reflected on the combination of poetry and music, the role of love in the artist's inspiration, and also talked about the inexplicable facts of the poet's peering beyond reality and such literary guesswork or prediction of possible events.

In addition to the work of Yevgeny Khvylovy and Oleksandr Lukyanenko, the guests of the poetic dialogues got acquainted with the poetic reflections of Ukrainian authors of different eras. Ivan Andrusiak's poems showed the views of artists on the social role of themselves and colleagues in the art workshop against the background of the era. The creativity of National Taras Shevchenko Award laureate Vasyl Holoborodko helped to understand the influence of space on the formation of the artist's creative being. The poetry of Borys Hrinchenko and Ivan Svitlychny demonstrated how the author becomes the moral voice of his native land and can speak to the whole world about truth and justice. Yuriy Izdryk's poetic lines guided the role and meaning of time both in the artist's life and in human destiny in general. Oleh Olzhych's work showed that the author can often speak words full of prophetic fire with his own mouth. And Andrii Lyubka's poems demonstrated the multifaceted influence of love on the literary process. Finally, Olena Teliha's poetry asserted that artists become strong bricks in the foundations of the Ukrainian nation.

In the second part of the meeting, residents of Globin, as well as guests from Poltava and Kremenchuk, talked with the participants of the dialogues and shared their impressions of the works of writers. The meeting was attended by representatives of the city administration, the

University of the Third Age, and the city's youth associations. During the dialogues, the guests were able to join the volunteer gathering in support of the Armed Forces of Ukraine. The head of the public organization «United by Hope» Roman Shestopal drew the attention of the citizens to the fact that the youth of the community are actively involved in the socio-cultural changes in the region, he emphasized that the unity around creative, nationally oriented individuals is capable of changing the situation in the country for the better under the condition of joint inspired work (*Кафедра культурології збрала містян на поетичні діалоги у Глобиному*).

The third example of cooperation with territorial communities is getting to know local art centers and educational institutions related to the work of cultural experts, art critics and organizers of extracurricular socio-cultural activities. An example of this can be the work in the already mentioned community of the village of Opishnya, the well-known pottery capital in central-eastern Ukraine. Thus, in May 2024, the staff of the department of cultural studies, together with students and the dean of the faculty of technology and design, Yulia Sribna, visited the Vasyl Krychevskiy Opishnya State Art Lyceum «Collegium of Arts in Opishnya». The event was held with the support of the stakeholder of specialty 034 Cultural Studies of the public organization «United by Hope» (chairman – Roman Shestopal) and the director of the educational institution, doctor of historical sciences, honored cultural worker of Ukraine Lyudmyla Ovcharenko.

The students got acquainted with the history of the creation and evolution of the educational institution, which provides elementary art education in fine arts and pottery. During a tour of the lyceum courtyard, young people not only studied ceramic sculptures used in the design of the environment, but also got acquainted with the practice of organizing and conducting socio-cultural projects on the basis of the educational institution. Lyudmyla Mykolaivna Ovcharenko presented the experience of deployment at the creative and production base of the Collegium of National Pottery Symposiums, All-Ukrainian Pottery Festivals and the International Youth Pottery Festival.

The teachers of the department of cultural studies, together with the students, got acquainted with the specifics of the organization of the educational process, the functioning of self-governing bodies, and also saw the work of young people with mentors in workshops.

The exchange of experience regarding the functioning of the school museum space was valuable for future culturologists. Lyudmyla Ovcharenko explained the methodology of conducting ethnographic ceramic expeditions and presented valuable findings from the students' latest research work. A special topic was the discussion about the management of educational and cultural institutions, as well as the use of creative potential during the creation of image products of institutions (*Викладачі й студенти кафедри культурології відвідали колегіум в Опішні*).

The development and approval of socio-cultural events and tourist routes by the communities of the region is also unique. This develops the ability to effectively interact with representatives of other professions, as well as to involve members of the public in solving cultural problems. For example, in 2021, teachers and students of the Department of Cultural Studies of the Poltava National Pedagogical University named after V. G. Korolenko made an educational excursion to study the socio-cultural potential of the Poltava region. The event was the result of putting into practice the excursion route of Poltava Oblast, developed by students Serhii Hordenko and Victoria Bezpala. Bachelor's degree holders have demonstrated a high level of professional skills. Future culturologists developed a complex route that demonstrated the multifaceted tourist potential of the region. It included elements of cultural tourism (visits to the Literary and Memorial Museum-Estate of Oles Terentiyovych Honchar in the village of Sukhe of Poltava region, the Library-Museum Center for Patriotic Education of Youth in the village of Komendantivka, exhibitions of works by the craftswoman Nadiya Yermashova in Kobelyaky), religious tourism (church – the church-tomb of the Bilevych family in the village of Komendantivka) and green tourism (berry farm «Cheremushky»).

In addition to getting to know the sights of Kobeliaky and Kremenchuk districts, the teaching staff of the department held consultations with representatives of regional cultural

institutions on issues of their functioning in the newly created territorial communities. Alla Babets' suggestions regarding the training of a future specialist to work in a complex institution – a unique library and museum center for patriotic education of youth in the village of A curfew, which requires the future specialist to be able to work in the room of the Cossack guard, in the Internet library, the historical and ethnographic museum, and in amateur artistic groups. Tetyana Bondarevska, the curator of the Olesy Honchar manor museum, emphasized the importance of developing the skills of an essayist, journalist and analyst in the work of a museum employee. Iryna Babych and Volodymyr Bilousko, co-owners of the «Cheremushky Berry Farm» cooperative, explained the specifics of organizing rural tourism in modern conditions and the uniqueness of cooperation with educational institutions of the region. The head of the department Oleksandr Lukyanenko discussed the prospects of cooperation with cultural institutions of the region.

The special emphasis of the event was on the involvement of graduates of the specialty and future entrants in the approval of the tourist route. The teachers of the department, Renata Vynnychuk, Vita and Vitaliy Dmytrenkos, conducted career orientation work with graduates of the Hadyach I.P. Kotlyarevsky College of Culture and Arts and other non-specialized institutions of the region. The youth discussed the demand for the specialty in the labor market of the region with Nataliya Bezpala, a graduate of the specialty, master of cultural studies, methodologist of the Veliki Krynky Zonal House of Culture (*Студенти та викладачі кафедри культурології апробували авторський соціокультурний туристичний маршрут*).

**Conclusions.** Therefore, the interrelationship of the Department of Cultural Studies with territorial communities through stakeholders allows to fulfill the normative content of the training of higher education applicants for the specialty 034 Cultural Studies, formulated in terms of learning outcomes in the State Standard of Higher Education for Master's and Bachelor's Training in the subject. Work with cultural institutions and cultural departments of local communities contributes to the fact that young people study the peculiarities of the implementation of cultural ideas, images, and meanings, as well as critically evaluate the possibilities of their interpretation to solve socially significant problems in the region. Working with local creative associations and getting to know the practice of international and all-Ukrainian art events provides an opportunity to analyze the cultural rights and freedoms of a person, the forms and mechanisms of their identification, inculturation, and cultural adaptation, taking into account regional specifics.

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## USING THE POTENTIAL OF TERRITORIAL COMMUNITIES IN THE FORMATION OF PROFESSIONAL COMPETENCES OF FUTURE CULTUROLOGISTS

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*The article analyzes the place and role of territorial communities in the system of professional training of culturologists. It has been determined that among the qualifications of a master of cultural studies, the national standard for extensive knowledge of this specialty means the ability to professionally diagnose, predict, project and model the cultural development of different cultural regions, physical and visual culture. It is described how the preparation of such specialist, who are present in the socio-cultural field of the region, has become one of the ambushes of the educational and professional programs «Culturology» of the first (bachelor's) and the other (master's) who is jealous of the great knowledge of the Poltava National Pedagogical University named after V. G. Korolenko. It is characterized how this process will ensure that stakeholders from various territorial communities are recruited before the process of developing, negotiating, changing and revising new programs like these, and also in cooperation with robot sellers in localities and villages Poltava region and regional areas near the area of organization of practice, ensuring dual coverage of cultural scientists, as well as through obtaining awareness of socio-cultural projects, such as carrying out foundations and establishing culture, community organizations and local activities.*

*It is proved that the mutual work from the preparation of a cultural scientist, who is not without a wide range of current cultural knowledge, and also to create an organization (often funerary popularization), to the last (analytical) practical), as well as enabling activities in the sphere of culture and the department of foreign affairs culturology of Poltava Pedagogical University from hours of sleep. The wide base of stakeholders, which were obtained up to this point, is associated with the sphere of practice of such a specialist, which nurtures the foundations of light, and the establishment of culture, as well as the cultural and creative industries.*

*In 2020, the adoption of a new standard for the specialty 034 Culturology did not deprive the class of subjects that formulate the necessary skills of a cultural scientist, and this meant the norm of preparation of the specialist, which includes the creation of the organization and the promotion of communication with government authorities, scientific and research institutions, information and analytical services, methods of mass information and cultural nutrition. This led to the establishment of close collaboration with stakeholders and territorial communities to train students to work in localities and villages in the region.*

**Keywords:** *education, professional training, territorial communities, faculty competencies, practice, sociocultural approaches, master of cultural studies, bachelor of cultural studies.*

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