Pedagogical Tools of Professional Ideals Management of Modern Student

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ABSTRACT

The urgency of the problem of the study is conditioned by the prevailing trends of the labor market's development, modifying the structure of the professional personality's ideals from the ultimate goal of striving for the standard of professional culture of values to the norms of corporate behavior, in which it is identified more with the particular organization that provides an opportunity to earn, rather than a nominal professional group (teachers, doctors, engineers, etc.). Student's unrealized professional ideals are manifested in their self-alienation from the profession, which is appropriate to the education obtained, and becomes one of the factors increasing the number of "hidden" ones (not working on a specialty) among the unemployed graduates. The established trends in the course of research are responsible for finding ways to solve the urgent problem. In this regard, this paper is focused on the scientific substantiation of pedagogical resources' set of professional ideals' management of modern high school student. The leading method of research of the problem is the simulation method allowing introducing of new discourse of professional culture's values into the semantic content of the professional ideals of students and produce theoretic - Methodical substantiation of the established set of pedagogical tools to manage this process. The paper reveals the content of the values of professional ideals (the values of professional culture, professional traditions, choice experience of professional ideal), identifies the destructive features of modern modifications of professional ideal (corporate culture norms), justifies a set of pedagogical professional tools to manage professional ideas (pedagogical system of high school, based on innovative principles of self-organization, partner communication "student - teacher," interdisciplinary nature, self-transformation; innovative pedagogical technologies, focused on the formation of a stable student's self-identity), proves the productivity of the identified set of pedagogical tools in the management of professional ideals (the willingness of students to self-identification; self-organization and self-transformation of professional ideals; creative transfer of professionally significant knowledge on different kinds and scope of activities; inclusion in the different types of creative activities). Paper Submissions can be useful for teachers, researchers, managers, methodologists, post-graduates and university students.

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1. INTRODUCTION

The possibilities of modern transformations in specialists' training to meet the standards' requirements of new forms of employment in the labor market, by which the forms of activities in large and small organizations, companies, groups, organizations, corporations of private and public sector entities are meant, have a qualitatively new potential, the study of which is particularly important. Despite the fact that the students' professional ideals as a pedagogical problem are investigated in various aspects and

directions that certainly contributes to a better understanding of contemporary processes of vocational training of students - The future experts of mobile modifying labor market, to talk about the origin of a holistic understanding of this phenomenon is premature. First of all, researchers' careful study should be devoted to the problem of identifying of professional ideals' values in the structure and content of corporate culture. The most "big" issue here is the problem of identity in new forms of activities and the state of its professional ideals. Personality of a specialist in new forms of practice is considered as intellectual property, along with

patents, "know - how," databases, etc., to ensure the production process, resources. According to the organizations' regulations a specialist is the main source of their development, competitiveness, efficiency, "total quality," the leadership in the labor market, which requires effective investment (training, retraining, professional development, psychological mobilization) for the ultimate return in the process of organization's profit acquiring and resource development (Hamel and Prahalad, 2001). Under these conditions, the study of features of students' professional ideals' development, integrating with enterprise's values of professional culture, reveals the hidden mechanisms underlying them, and improve the quality of students' training. This trend can also be seen in the FSES HPE requirements of the Russian Federation (Federal State Educational Standards of High Professional Education) as the main normative document of high school (FSES HPE Russian Federation, 2009).

The results of this study suggest that together with these trends the trend of profession's modification as a social institution, its identification not rated to professional groups of teachers, doctors, engineers, etc., but to a specific organization (a group of organizations, corporations, and others.) providing specialist conditions for realization of the intellectual potential formed while studying at university is actively asserting itself. The substitution of the professional ideals by corporate objectives modifies high school graduates' valuable base of existing rules of professional culture' behavior. This experience is presented in the major international corporations (Ansoff, 1999). The change in emphasis in the contents of the rules of professional behavior, according to experts (Mandelbrot, 2006; Maslow, 1997; Shaykhitdinova, 2004) "scouring" stereotype of students' professional ideals as a dream, the supreme goal of life strategy, on the one hand, forms the alienation of the individual from the profession, on the other hand, transforms the corporate interests of organizations into major obstacle to form new institutional professional groups in which society is interested. Harmonization of the existing conflicts requires a scientific approach to solve them. However, so far in addressing these problems in the educational process of the university the individual elements in professional ideals' forming in career guidance activities' structure and in the course "Introduction to the profession" for freshmen can be traced. At other levels of the educational process the formation of professional ideals as the ultimate goal of the individual pursuit to the standard of professional culture's values is replaced by the goals of professional self-determination of the individual as a professional - Intellectual, competent pragmatist, in which the labor market needs. The established substitution process of professional ideals' values is fraught with unfavorable, destructive consequences as for society - increasing number of "hidden" unemployment, decline in the prestige of higher education system, illegitimate in most cases the tightening of the labor market requirements for young professionals (for example, groundless requirement of practical experience of the high school graduate), so for the individual student - reduced motivation in learning, instability of social - professional behavior, lack of interest in the profession, obtained in high school, and, as a consequence, increased alienation of the individual from the profession. These trends are confirmed by the results of most studies conducted in recent years (Vyugina, 2015; Gannopolsky, 2008; Terekhov,

2008; Frolova, 2011; Shaykhitdinova, 2004; Kamalova and Zakirova, 2014).

Based on identified trends in the course of this research the structure and content of professional culture's values are studied in detail that make up the basic content of the professional ideals of modern students and determine pedagogical university system based on innovative principles of self-organization, partner communication "student - teacher," interdisciplinary nature, self-transformation, as well as innovative pedagogical technologies, focused on the formation of a stable self-identity of the student's personality, as pedagogical controlling tools of professional ideals in the educational process of the university. It is found that in modern conditions of universities' and labor markets' integrative communications the search for professional ideals of the individual, not only retain ideological essence of the "self-actualizing personality" (Maslow, 1997), but also form an image of a specialist with a complete set of professionally significant, social and moral values, views, beliefs, positions, attitudes to the world, the people around, demanded by people, the society, the labor market as the ultimate goal of professional and successful career.

2. LITERATURE REVIEW

2.1. Modern Semantic Content of the Concept "Professional Ideals"

The modern semantic content of the concept "professional ideals," is characterized by: (1) The general orientation of the person to achieve the ultimate goal in striving for the standard values of the professional culture of a competent, intellectually prepared for upcoming activities, all-sufficient specialist; (2) the practical implementation of specialist's model as ideal goal and a perfect final result of the educational process, one of the many criteria of training's quality; (3) subjective - personal perception of the professional ideal as a "desired professional goal related to the level of the individual's claims, way of successful career, a professional creed or program" (Leontiev, 1975; Konyukhov, 1996). Based on the set levels of the semantic content of the concept and to the conclusions of experts (Kirsanov, 2000; Leontiev, 1975), in the course of the study the algorithm of professional ideals' formation was developed and experimentally tested:Need - awareness of the need - motivation for action (the appearance of the activities' motive) - activities aimed at meeting the needs - the experience of positive emotions associated with the process of the activities and needs' satisfaction - the emergence of new needs in the activities and emotions - the emergence of interest in activities - awareness of the valuable significance and sense of the activities - fixing of values in the consciousness - the transformation of values into demand - formation of the ideal.

2.2. Alternative Approaches to the Study of the Problem in the Literature

A significant contribution to the problem's modern solution of professional ideals' formation of the modern specialist belongs to the representatives of the resource orientation of the labor markets in the European advanced countries. They have developed a radical version of management of XXI century, where a significant role is given to the development of personality's corporative

(professional) ideals of employees. Key concepts of this approach are not creativeness of corporate attitudes to today's consumers but future users, not to the existing markets but to the future market, not to today' specialists, but future specialists, who possess the formed professional ideals of the corporation formed: Intellectual leadership; the ability to combine the interests of individuals, clusters, groups, collectives efficiently and creatively in their collective actions by the logic of aggregation; the ability to form the corporate effects on the basis of the use of self-organization of the mission and goals of the system, innovations, cooperation, alliances, combinatory; the readiness to accept innovations and harmonize the interests of the corporation as a whole and all its members is formed. The corporative ideals' structure also includes the ability to cause coherent and resonance actions of different nature: Technological, organizational, managerial, social; willingness to participate in the creation of new markets, new products, using world trends of the global economy's development (Hamel and Prahalad, 1994).

Russian researchers (Shaykhitdinova, 2004) are focused on the issue of the students' alienation from the profession, the reason of which they rightly see in weak elaboration of the issues of professional ideals' formation of the person in educational process of high school, in reducing of jobs rating, in the lack of interest of students to study.

Other specialists (Kirsanov, 2000), highlight the professional ideals of students' personality as the image of a specialist, what kind of a specialist he or she would be for a specific period of time and prove conclusively that the specialist's model is the basic foundation for the formation of professional ideals.

Researchers involved in the development of intellectual potential (Vyugina, 2015) come to a scientifically substantiated conclusions that the professional ideals of the individual - A priority factor in the development of intellectual potential of the student. Furthermore, these studies demonstrate that the development of mental abilities of the individual is determined by the level of development of professional ideal that the professional ideal motivates a person to self-organization in expanding of information flows, etc. The works of researchers who study the problem of students' professional self-education are of great interest (Frolova, 2011), in which the authors assign a significant place to the issue of the professional ideals as the ideological basis of the future specialist's training.

2.3. The Structure and Content of Professional Ideals' Values

In this study, it is considered as an essential element of professional activities and a targeted tool of the impact on the student as personality. Professional ideals of the student's personality in this relationship are the condition of identity of the "I," a necessary rule of influence on the person, abidance of which influences on the success of training. The structure of the professional ideals' values is made up by the structure and content of the values of self-identification of student's personality, socio-cultural value orientations and values - the dominants of professional activities' content.

2.3.1. The structure and content of values of student's self-identification

The structure and content of the values of the student's self-identification includes: (1) The emotions that affect the formation of the incentives and motivations of students' activities. The study confirms the assumption that the motive as the source of students' action is formed more dynamic and stable under the influence of consciousness's mobilization with emotional factors, among which the emotions of interest, joy, surprise, novelty are of particular importance. In this aspect, in the conditions of high school the incentive role of rituals, festive traditions, romantically colored activities are noticeable and recommended for incentives; (2) the authority of the teacher is the self-identification's traditional condition, but it is also innovative one. The study reveals that there is a close relationship between the teacher and the professional ideal's choice by the learning group's students and that the interest in professional ideals of personality is directly proportional to the authority of the teacher; (3) suggestion through identification assumes students' pre-excitation of feelings related to their belonging to a particular group.

The scientific literature is known by the trend, stating that personality is formed not by physical environment, but by that system of norms, values and rules, with which it relates itself, and not a system of norms, values and rules with which it communicates, but that one with which it identifies itself (Shaykhitdinova, 2004). If a student is full of such feelings of solidarity, he can choose a profession contrary to his professional ideals, but in accordance with the interests of the group; (4) overcoming of psychological barrier of alienation - features of it's manifestation are in the fact that in the case of social - psychological tensions in relations "teacher - student" the feedback is violated necessary to efficiently directed professional development's process.

2.3.2. Social and cultural value orientations

Social and cultural value orientations are related to the subjective sphere of individual. They are the major regulator of its social behavior as:

1. A leading component of the psychological structure of the individual, in a certain way is adjusted and integrated by all the properties of the individual: The interests, needs, motives, desires, goals, ideals, and all the psychological and physiological processes associated with memory, attention, thinking, abilities, and imagination.
2. The result of the development of the dominant valuable and normative standard samples in society, the basic idea of personal development - correlation of personality with the society and culture; personal significance of cultural values; certainty and direction of various spiritual and practical activities.
3. Forecasting, targeting and coordination of student's social and cultural values of the behavior in a particular situation of professional ideal's choice.

The study defines three-component structure of the socio-cultural value orientations: (1) Cognitive component. Is it made up by accumulated and systematized individual knowledge of the various material and spiritual values of society; (2) emotional,

characterizing the degree of the emotional experiences of a person's attitude to the professional ideal's values; (3) behavioral. It contains action plans, specific actions, which are caused by a particular social role, projected for student's performing.

2.3.3. Values - the dominants of professional activities' content
They serve as social regulators of the personality's activities. In contrast to the rules they imply the choice of this or that object, condition, needs, goals and the ideal activities.

The study established and tested in the educational process of high school the classification of values - dominants (Table 1). Classification is conditioned by the following factors:
- Social heterogeneity of society (elite - people, oligarchs - entrepreneurs - businessmen - intelligentsia - workers - peasants; city - village, etc.), respectively, and its social diversity.
- Differences in the content of social and cultural activities of each component (different elites, ethnic groups, social strata, and others).
- Functional differences of values according the levels and areas (in different spheres of activities, according to different social strata, the education and training of the highest values).

The study based on the content of values - The dominants defined and identified the rating of values forming the professional ideals of students:
1. The family, relatives, older generation (79.9% of positive responses). Personal identification is carried out in the process of identification with their ancestors.
2. Interpersonal relations (75% of positive responses). Direction on the equality in relations with others is one of the sustainability criteria of the professional ideal.

Table 1: Classification of values - the dominants of the professional activities' content of the university student's personality

Values	Indicators
Vital	Life, health, safety, welfare, peace, courage, strength, endurance, quality of life, environmental values, practicality, consumption, comfort, consumption level
Social	Social status, status, industriousness, labor, profession, family, patriotism, tolerance, discipline, initiative, risk tolerance, equality, social equality of the sexes, the ability to achieve, personal independence and active participation in society, focus on the past and future, government national and international orientation
Political	Freedom of speech, civil liberties, state, rule of law, respect for and trust in the government, order, constitution, civil peace
Moral	Good, blessing, love, friendship, duty, honor, honesty, unselfishness, decency, loyalty, mutual aid, justice, respect for elders, love for children
Religious	God, the divine law, faith, salvation, grace, ritual, scripture, the Quran, a church, a mosque
Aesthetic	Beauty, ugliness, the ideal, style, harmony, following the tradition and novelty, eclecticism, cultural identity, imitation of borrowed prestigious fashion

3. The possibility of a decent wage (73.6% of positive responses). It creates a stable perception of the profession's choice.
4. Possibility to get education and make a career (72% of positive responses). Professional ideal becomes a determinant of social relations, development of creativity, professional competences, creates a sense of confidence in the correctness of the choice of the professional ideal.

2.4. Pedagogical Tools to Manage Professional Ideals of University Students
In the course of this study the following control tools were subjected to experimental verification: Pedagogical system, interactive computer technology and productivity criteria of the identified complex of tools.

2.4.1. Pedagogical system
In the course of study a set of structural and functional components is implemented, which are in the relationship and interaction, and subordinated to the complex of objectives of formation and development of students' personality: The purpose of activities - the entity and object of activities - relationships "entity - object," "entity-entity" - content of the activities - ways of working - pedagogical tools - organizational forms - the result of activities (Novikov, 2006). In this case the main system-forming element of the educational system is a flexible hierarchy of objectives: The first level - The social order of society, its various social groups to all subsystems of education for a certain social ideal of the formed individual as a person, a citizen, a professional; the second level - an educational goal for each educational curriculum, for each type of educational institutions separately, in which the social order is transformed into concepts and categories of pedagogy; third level - these are the pedagogical goals that are realized every day, at every training session. The implementation of the objectives is carried out in the course of pedagogical process. The teaching process in its turn is driven by the goals of education and the interaction of its main components: Training content; teaching, that is, the activities of the teacher; teaching, that is, the activities of students: Learning tools.

Leading characteristics of educational system as a managerial tool of professional ideals' formation - is openness and self-organization.
- The openness of the system is manifested in a constant exchange of information (knowledge) between teacher and student (feedback), in targeted search and mastering of new information. In this process there are new objectives, methods and tools, the content of education is changed, as it doesn't longer meet the system of knowledge and skills of students at the moment. There is a non-linearity of both the process and outcome of training. The result of the educational process is always different from the design of its members. The educational information environment is constantly increasing, which brings educational system out of stable equilibrium. There are possibilities of multi-variant or alternative choice. Multi-variance means creating in the educational environment of individual trajectories' choice of learning opportunities, the pace of learning, achieving of different levels of education,

selection of the type of educational institution, teachers and academic disciplines, forms and methods of training, individual tools and techniques, creative tasks and others. Such spontaneous emergence of new structures in the educational system of the university means the opening process of transition to self-organization.

- Self-organization of the educational system is not possible without a specific interaction between the teacher and the student, which corresponds to the principles of the educational system's development and comes out of the objective preconditions of its self-propulsion. In the course of the study the formation of the university students' professional ideals is considered as a process of self-organization and self-development. Under the influence of contacts and interaction of students with the external environment (peers, parents, teachers, labor market, the Internet, etc.), with teachers the student's personality from a randomized system with an infinite number of degrees of freedom in the choice of ideals becomes a system with an ordered number of degrees of freedom. This is the essence of self-organization. The impact of the teacher in this process is carried out within a reasonable (not coercion) restrictions on the freedom of choice of professional ideals or any other areas by students, and has a control character (activities of professional orientation nature). Days of knowledge, scientific - practical conferences, meetings with veterans of the industry, student holidays, volunteer activities, field trips, sports, etc.). In the course of such activities the teacher uses techniques of collective research activities aimed at creating of student's sustainable professional ideal.
- Collection of empirical data and its primary systematization.
- Analysis of specific situations.
- Development of personal attitude to the phenomena of reality.
- The adoption of practical solutions.
- Practical actions' planning.

2.4.2. Technology of management of university students' professional ideals

In the context of the research problem of professional ideals' management of the university students the following interactive computer technologies were tested:

1. Multimedia - The effectiveness of these technologies is that while materials' watching and learning of specific scene, the students adjust their notions of professional ideals, expand the boundaries of self-identification in their chosen professional activities. In addition, the multimedia technology is a kind of Poly-log, within which in conditions close to real, professional ideals' models are "played" by students. The study effectively proves:
   - Production movies about the profession: The history of the industry, famous people of the industry, achievements of production, advanced technology, etc.
   - Audio lectures on professional development.
   - Animated maps and diagrams of modern complexes' development "high school - enterprise - scientific - research center."
   - Interactive maps and charts on various subjects of research problem, accompanied by a voice guide.

- Panoramic presenting of information (operation technology is in the use of prepared audio video-illustrations or other media - objects made on the display).

Processing methods are of multivariate nature and determined by pedagogical and professionally significant goals of specific training modules. It can be design technology, problem – developing, modular.

2. Interactive media technology: (1) Online - video conferencing on various issues, covering the vital activities of the university and students; the anniversary of the university, freshman's problem, Victory day, events in the world, volunteer movement, etc.; (2) virtual training sessions in the "remote" classes, where teachers and students are in different environments. The images of students and teachers made by web cam are broadcast through the Internet and projected through the LCD projector to the screen. Thus, each participant of videoconferencing sees interlocutors, their response to the information received, has the possibility of surgical correction of perceptions about the information. During the implementation of media technologies the use of interactive media projects is most effective. They indicate on the formation of professional ideals and the level of students' readiness to self-identification in their chosen profession.

2.4.3. Productivity criteria of didactic tools' complex in professional ideals' management

They are determined by the students' willingness to self-identification; self-organization and self-transformation of professional ideals; the creative transfer of professionally significant knowledge on different kinds and spheres of activities; inclusion in different types of creative activities.

The results of the study support the idea that the problem of professional ideals' development of the university students is related to one of the priorities with educational strategies of preparing a new professionals' generation for today. This is due to the phenomenon of the dynamic processes of labor market's modifications, which cause the phenomenon of corporate culture, interacting with professional ideals of the person as the ultimate goal of its aspirations to the values of a professional culture. Unrealized professional ideals is a negative factor for the individual, alienable from profession, received at the university, and for society, as it increases the social group of "hidden" unemployed professionals - graduates. The management of this contradictory process requires science-based solutions by all stakeholders: Society, the labor market's participants, higher education institutions. With these objectives in the course of the study a set of pedagogical tools to manage professional ideals of the university students is developed. Productivity of its implementation is supported by the results of experimental studies in various levels of students' professional ideals' management (data in %):

- Maturity of the structure and content of professional ideals' values (74.5% positive responses of students).
- Maturity of values of self-identification of students' personality (73.3% positive responses of students).

- Self-organization of the educational system (73% positive responses of students).
- Partnership, peer communication of pedagogical system "student - teacher" (72.4% positive responses of students).
- Innovativeness of computer technologies (72% of positive responses).

3. CONCLUSION

The study confirms the theoretical and practical significance of the problem as an innovative research direction in the implementation of pedagogical tools' complex of management by professional ideals of university students: Pedagogical system of high school, based on the innovative principles of self-organization, partner communication "student - teacher," inter-disciplinary nature, self-transformation; the structure and content of professional ideals'values, harmonizing with the values of corporate culture; innovative teaching technologies aimed at the formation of a stable self-identification of the student's personality; readiness of students to self-identification; self-organization and self-transformation of professional ideals. This problem as a research direction has extensive internal resources to enrich the theory and practice of professional culture's formation of the university student's personality - the future specialist of the modern labor market.

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