

## FORMATION OF ECOLOGICAL CULTURE OF PROFESSIONAL JUNIOR BACHELORS OF FINANCIAL AND ECONOMIC PROFILE AS A PSYCHOLOGICAL AND PEDAGOGICAL PROBLEM

*Yuliia Koval,*

*Postgraduate student,*

*Vinnytsia State Pedagogical University*

*named after Mykhailo Kotsyubynsky, Ukraine*

**Annotation.** *At the present stage complex and dynamic transformations of society's relations with the environment are sparing attitude to nature is an integral part of the scientific worldview requires the development of interaction in the system of "man-nature" and mastery future specialists in environmental culture. Socio-economic changes and the ecological situation in Ukraine are causing the need for quality improvement of professional education of future professionals in the process of professional training in colleges for the purpose of training qualified creative specialist focused on personal and professional development, with a high level of environmental culture, production whose activities involve active impact on the environment.*

**Keywords:** *ecology, professional training, culture, highly qualified specialist.*

Modern global environmental problems are forcing humanity to actively seek ways to eliminate them. The anthropocentric consciousness of mankind, formed over the centuries, is a real threat to the continued existence and development of the biosphere and man as part of it. The National Doctrine of Ukraine's Development in the XXI Century defines one of the most socially significant tasks of modern higher education - education of the individual in the spirit of caring, responsible attitude to the environment based on awareness of the unity of man and nature.

The formation of ecological culture is a complex dynamic process, the purpose of which is to develop in students the skills of environmental management, the ability to see the environmental consequences, a sense of responsibility to present and future generations. Achieving the ultimate goal is possible only if the greening of the entire educational process of training professional junior bachelors of financial and economic profile. That is why the problem of forming ecological consciousness and culture becomes especially relevant.

The problem of development of ecological culture is defined in educational legislative and regulatory documents, in particular in the Laws of Ukraine: "On Higher Education" (2014), "On Education" (2017), "On the basic principles (strategy) of state environmental policy until 2030 year "(2019); Decrees of the President of Ukraine "On the National Strategy for the Development of Education in Ukraine until 2022" (2013); "Strategy of innovative development of Ukraine for 2010-2020 in the context of globalization challenges" (2009), Strategy of sustainable development "Ukraine-2020" (2015); "Concepts of development of continuous pedagogical education of Ukraine" (2013);

Concepts "New Ukrainian School" (2017), Concepts of development of pedagogical education (2018); qualifications framework for the European Higher Education Area (2018), etc.

The OON Rio Conference established the concept of sustainable development, which clearly defines ways to harmonize society and the environment, ensuring guaranteed satisfaction of the necessary needs of society while preserving and restoring the integrity of the environment, ensuring a balance between natural potential and human needs. Sustainable development provides a form of relationship between nature and society, in which, meeting the urgent demands of today, humanity will leave future generations the opportunity to exist. Implementing a sustainable development strategy requires a radical overhaul of humanity's relationship with the environment.

The aim of the article is to study the process of formation of ecological culture of professional junior bachelors of financial and economic profile in terms of psychology and pedagogy. Its main task is to carry out a comprehensive analysis of the process of forming environmental culture in the training of future financiers. The scientific novelty of this article is that it examines a topical issue that has not yet been properly reflected in the pedagogical and psychological literature. The author tries to present his vision of the introduction of the formation of the defining elements of ecological culture in the educational process of training professional junior bachelors of financial and economic profile on the basis of available pedagogical and psychological sources.

The origins of the modern ecological crisis can be traced to the works of the Middle Ages, during the timeless thought of human domination over nature. Worldview ideas of the Enlightenment were aimed at supporting progress, the development of man-made civilization. R. Descartes in his judgments noted the importance of changing the old philosophy into a practical science that will help man become the master and owner of nature. In the process of such a "barbaric" attitude of man to nature, there were significant disturbances in ecosystems, the impact of anthropogenic activities exceeded the ability of the biosphere to self-healing and self-regulation. The consequences have been irreversible violations that have led to numerous environmental disasters that are widespread around the world.

Problems of formation of ecocentric thinking, ecological consciousness and ecological culture of the individual are studied in the works of foreign and Ukrainian scientists: biologists, culturologists, psychologists, philosophers, teachers. The principle of the importance of life as the greatest value of A. Schweitzer became the basic principle of environmental ethics; awareness of the global nature of environmental problems, their forecasting, the global model of human development and nature are seen in the works of the Club of Rome - D. Meadows, J. Forrester, A. Peccei, the theory of the noosphere as a sphere of mind, developed by V. Vernadsky; ecological laws of interaction of nature and society formulated by B. Commoner; essential features of the current environmental situation and its crisis are outlined by Yu. Odum; the paradigm of ethics of responsibility was proposed by A. Naes and G. Jonas. Philosophical and social understanding of environmental threats are considered in the works of V. Krysachenko, L. Kurnyak, V.

Boreyko, L. Bolshak, M. Khilko, L. Yurchenko, O. Saltovsky, A. Ursula, M. Tarasenko.

M. Tarasenko in his work "Nature. Technology. Culture "considers ecological culture as a kind of worldview" image of the world ", which reflects the state of socio-natural dependence, which characterizes their harmonious unity, rational development of natural and social reality and the establishment in this process of their own individual identity.

V. Krysachenko considers ecological culture most widely as the ability of a person to feel the living being of the world, to try and adapt it to himself, to mutually coordinate his own needs and the structure of the natural environment. That is, in his opinion, ecological culture is a purposeful human activity that affects the organization and transformation of the natural world (objects and processes) in accordance with their own needs and intentions, taking into account the consequences of such activities. The scientist believes that ecological culture is aimed at overcoming the own limitations of man as a species in terms of adaptation in the biosphere in conditions of constant competition from certain forms of living matter. [2, p.8]

Bolshak L. treats ecological culture as part of the general culture of man, which concerns all aspects of the material and spiritual life of society, each person.

The well-known pedagogue M. Drobnokhod distinguishes between the functioning of ecological culture as a form of adaptation of the ethnos to natural conditions and the way of organizing living space, covering the system of ideas, moral and ideological institutions.

M. Kogan's opinion is interesting that ecological culture is a new type of culture with improved values, focused on the development of harmonious relations between society and nature.

We should also pay attention to the research of M. Fedoryak and G. Moskalyk, who consider ecological culture as the behavior and life of society or individual based on knowledge and rational use of natural development laws, taking into account the near and long-term consequences of environmental changes under human influence.

V. Bondarenko, revealing the content of ecological culture, notes that "these are scientifically sound methods of rational nature management, norms of ecological behavior in relation to nature."

Ecological culture is an important element of the general culture of mankind, which includes the result of human activities to transform the natural environment in accordance with the physiological and social needs of man; characteristics of the level of development of ecological consciousness of social actors, from the individual to humanity as a whole and the creative activity of society in the development of the natural environment, in the process of which ecological values are produced, preserved and distributed.

Ecological culture is a component of the general culture of the individual. Its high level implies the ability to adequately assess each of the components of the environment as part of the global world. Only under such conditions can we speak of a harmonious relationship between humanity and nature.

It should be noted that an important component of the formation of environmental culture is environmental awareness. L.I. Yurchenko notes that environmental consciousness is a regulator of environmental activities to optimize the relationship in the system "nature-society", ie is an important component of environmental culture. Understanding the harmonization of relations between humanity and the natural environment, which is constantly changing under the influence of anthropogenic factors, is possible only on the basis of ecological consciousness. The ability of generalized, purposeful, creative reflection, which makes a person able to act in accordance with environmental imperatives - the presence of environmental consciousness, affects the formation of worldview.

Thus, the only vector of development is the formation of a new ecological worldview, ecological thinking, ecological consciousness, ecological ethics, ie components of ecological culture, the elements of which are manifested in various spheres of society: economic, social, political, spiritual and moral.

The formation of ecological culture should take place throughout life through environmental education, environmental education, through the formation of environmental awareness and environmental responsibility from the standpoint of environmental worldview.

Thus, the environmental culture of professional junior bachelors of financial and economic profile is an integrated concept that includes the ability of the future specialist to consciously use the generally accepted traditional environmental knowledge, skills and abilities in professional activities. The basis of ecological culture are the values and attitudes of the specialist, directly related to the knowledge, development and transformation of the environment, moral and aesthetic attitude to nature, proper behavior in the environment and self-awareness as part of nature.

The phenomenon of ecological culture is a heritage of the twentieth century, but the origins of this phenomenon date back to the time of mankind. It is a means of accumulation, storage, improvement, multiplication, development of human experience. The role of ecological culture is realized through a number of functions.

Educational function, which involves the greening of the individual from birth, ie the assimilation of environmental concepts, principles, knowledge, values, norms, customs, symbols, traditions that are characteristic of their people and humanity as a whole. Ecological culture of the individual is associated with developed creative ecological abilities, understanding of eco-art, which is achieved in the process of ecological education and training.

Integrative and disintegrative function, which is to create in people a sense of community, belonging to one nation, religion and more. In this way, ecological culture unites people, integrates them, ensures the integrity of society. However, by uniting some, contrasting them with others can lead to cultural conflicts.

The regulatory function is that in the process of greening society, the basic values, ideals, norms of behavior become part of the self-knowledge of the individual, which shape and regulate its behavior. Ecological culture in general determines the framework

within which a person can and should act, regulates human behavior in the eco-society, family, life and professional activities.

The functions of ecological culture can also include:

- organization of harmonious relations between society and nature, taking into account the practical needs of society and the desire of nature to maintain the stability of their own normal state and thus preserve the conditions for the existence and development of mankind;

- the formation of certain stereotypes of behavior about nature in individuals and society as a whole;

- creating an opportunity to predict the negative consequences of anthropogenic activities and the results of the transformation of nature;

- management of society's attitude to nature in the process of economic activity.

The principles of ecological culture (respect for all living things, the biosphere in general) must be observed at all levels of human life - from individual to social.

Given all the above, we can identify the following main elements of the formation of ecological culture:

1. Assimilation of knowledge (basic scientific concepts of nature, environmental problems).

2. Awareness (formation of a conscious position on the environment).

3. Attitude (understanding of nature as a unique value and source of material and spiritual strength of man).

4. Skills development (ability to rationally use nature and protect the environment).

5. Development of relevant skills (direct participation in solving environmental problems).

6. Involvement in activities (participation in environmental activities).

7. Development and formation of ecological style of thinking and responsible nature management.

The following components can be distinguished in the structure of ecological culture of the future professional junior bachelor of financial and economic profile:

1. Motivational, which includes the development of strategic goals and increased student interest in solving environmental problems, the need to improve environmental knowledge, awareness of current environmental issues, the development of readiness for environmentally sound activities in the national economy, aimed at harmonious interaction with the environment.

2. Value, which consists in creating value orientations for environmental activities and understanding the integrity and unity of society and nature.

3. Cognitive, which is a set of professional environmental knowledge, taking into account their depth, scope, significance, the use of which makes it possible to assess and predict the long-term consequences of human economic activity.

4. Personal, which is manifested in the formation of professional qualities of future economists-financiers, which will help their successful self-realization in future professional activities.

5. Operational activities, which includes the development of skills and abilities necessary for future professionals in the financial and economic sphere of economics; rules and forms of behavior in the natural environment; practical experience of environmental activities related to the study and conservation of nature, taking into account the specifics of professional activities.

Thus, the formation of ecological culture of professional junior bachelors of financial and economic profile involves mastering the system of scientific knowledge, views, beliefs, skills, responsible attitude to nature, requires the creation of new strategies and technologies for harmonious interaction of society and nature.

Analyzing the experience of prominent teachers and psychologists such as N. Reimers, V. Krysachenko, N. Mammadov, we can identify the following principles on which the formation of environmental culture in student youth is based:

1. Continuity, complexity, systematicity and systematicity, providing organizational conditions for the formation of ecological culture of the individual, the continuity between the various levels of education.

2. Education of understanding of integrity, unity of environment, inseparable connection of its components, interdependence of natural processes.

3. Interdisciplinary approach to the formation of ecological culture, which involves not the mechanical introduction of certain knowledge of environmental orientation in the study of special disciplines, and their logical subordination to the main strategic goal of forming ecological culture of future economists-financiers.

4. Coverage of environmental issues at the global, national and regional levels, which involves practical participation in solving problems of local importance.

5. Orientation of education to the development of the value-motivational sphere of personality, harmonization of relations with the natural environment.

6. Graduality, which provides for the vertical integration of greening of education, which provides a continuous increase in the level of formation of environmental culture.

7. Introduction of the newest forms and methods in educational process.

8. Diagnostics, ie the ability to constantly monitor the level of formation of environmental culture in students in order to further adjust it.

9. Nature conformity, ie conformity of forms and methods of ecological education to psychological, physiological, age and physical features of the student.

10. Differentiation and variability involves the differentiation of the content of environmental education and upbringing, taking into account the need for environmental knowledge in future professional activities.

11. The principle of clarity helps to consciously and actively perceive, understand and assimilate the necessary information, cultivates observation.

12. The principle of linking learning with practical professional activities.

13. The principle of unity of scientific and educational activities of teachers and students.

14. The principle of student participation in research work.

15. The principle of taking into account the individual characteristics and capabilities

of students.

16. The principle of professional orientation of educational and cognitive activities of students.

One of the crucial principles of formation of ecological culture of professional junior bachelors of financial and economic profile is large-scale greening of human activity and public consciousness.

Thus, according to N. Reimers, greening is the penetration of environmental ideas into all spheres of public life, which is designed to preserve the possibility of existence and development of a long chain of generations of people within the law of unity organism-environment. [3, p.54]

According to V. Mammadov, it is necessary to pay attention to the greening of the education system, the formation of environmental awareness and increase the social and environmental responsibility of the individual.

V. Krysachenko believes that greening is a process of civilization development associated with the humanization of society, in the process of which the moral and ecological imperative is formed and conditions are created for ethical principles of coexistence of nature and society, while man becomes the main object of ecological knowledge.

The greening of public consciousness is the continuity of environmental education and upbringing, the introduction of a mechanism for the formation of environmental culture in the educational process - from kindergarten to higher education and further into economic activity. Knowledge of works of world and Ukrainian literature, music and art, in the content of which there is an ecological direction, will be a condition for realizing the values of ecological culture of the individual, give the right ecological orientation in different circumstances of communication with nature and solving emerging professional problems.

An important role in the process of greening education was played by the adoption of the Concept of Environmental Education of Ukraine, according to which the main purpose of environmental education is the formation of environmental culture of individuals and society as a whole, skills, fundamental environmental knowledge, environmental thinking and consciousness. -economic sector, including that based on the attitude to nature as a universal and unique value.

Environmental education is aimed at combining the rational and emotional in the relationship between man and nature on the basis of universal values (goodness, beauty, reason, consciousness, patriotism, universalism, etc.).

An important component of environmental education is an interdisciplinary approach, namely the permeation of all disciplines, especially special courses, environmental knowledge, which will help future professionals to form a knowledge base close to specific problems related to future professional activities. Today's conditions show that a specialist in any field of activity must have deep professional knowledge, based on their own environmental awareness and solve practical problems and tasks, taking into account environmental factors.

Innovative approaches to the formation of environmental culture require changes in the content (concept of the educational process, curricula, training plans) and methodological (forms, methods of organizing educational activities, the nature of control) components of the educational process.

The organization of project activities focused on the formation of environmental awareness and environmental culture, the relationship of theory and practice, communication activities ensure the professional development of the future specialist.

In the process of forming ecological culture, the national component is crucial, which takes into account the historical experience of the people in interaction with the environment, attitude to nature and all living things. It is the national ecological culture that is the basis for ecological education and ecological education throughout life. The ecological component of the worldview together with theoretical knowledge is manifested in the form of traditions, customs that are characteristic of each ethnic group.

Thus, the process of forming the ecological culture of professional junior bachelors of financial and economic profile is a global psychological and pedagogical problem, which includes a number of interrelated successive components, principles, techniques and methods, the use of which in the educational process.

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