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ORIENTATION OF HIGHER EDUCATION INSTITUTIONS ON THE ENRICHMENT OF NATIONAL-HISTORICAL, CULTURAL- EDUCATIONAL TRADITIONS FOR THE DEVELOPMENT OF HUMAN CAPITAL

Abstract. Article proposes theoretical and practical aspects of creating the educational environment in higher education institution as a factor of expanding national-historical, culturally educational traditions for receivers of higher education, characterizes and explains its developmental and educational potential, features of influence on an individual and student community, which facilitate their social development. It is proven that the educational environment of the institution, based

on the integration of science, education and culture, facilitates student's acquisition of the required competences throughout the entire education course in higher education institution and eventually facilitates the development of human capital of the state.

We draw attention to the fact that modern students are the rightful and constructive partner in the governing of the state, influence its organization, content and results of educational activity. Students are not only the consumers of the educational service and university service staff, but also the active members of the university community.

We explained the structure and directions of organization of work in higher education institutions in the context of development of national-historical, culturally educational traditions. Forms, methods of its realization and interaction among all subjects of educational process were defined. Explanation was also provided for the features of interaction between the administration and students' union in the context of implementation of students' rights as citizens of Ukraine, development of students' creativity, activity, responsibility, shaping their skills of solving social, economic and culturally educational problems.

Keywords: educational environment, university, national-historical traditions, education recipient, social skills, self-organization, development, socio political activity, approach, organization.

Introduction. Problem. Modern civilizational processes are characterized by their complexity, scale, multidirectionality and dynamicity, create new challenger for the system of preparation of an individual for the life. Construction of democratic, economically developed state with high quality of life requires the preparation of the new generation of ambitious, independent, educated, nationally conscious youth that has a considerable intellectual and spiritual potential. Today, social life imposes considerably strict requirements to competence, behavior, culture, professionalism, availability of the required, professionally significant qualities of practicing specialists and, consequently, to the level of their professional and individual preparation in the system of higher education institutions. Given requirements are completely recognized and meaningful, as the results and consequence of specialists' future professional activity fully depend on personal development. Current stage of historical development of Ukraine is characterized by monumental changes in life of its nation, modernization of all dimensions of human activity, reevaluation and fossilization of new views on the world in the consciousness of the nation. It is important to highlight that the higher education is not only an acquisition of knowledge by a young individual and one's transformation into a specialist, but it is also the process of spiritual growth and development. According to the Ukrainian Law "About Higher Education", the aim of the higher education is the acquisition of high level of scientific (creative, artistic), professional and general competences by an individual, which are required for the activity in a certain working or scientific



field [1]. The analysis of problems and advantages of Ukrainian higher education system allows the development of top priority principles of higher education institutions' orientation on enrichment of national-historical, culturally education traditions for the development of human capital.

An analysis of recent research and publications. Enrichment of national-historical, culturally education traditions for the development of human capital in the context of activity of higher education institutions is determined by the necessity of actualizing of the Strategy of higher education development in Ukraine in 2022-2023 and the Strategy of national patriotic education [2; 3]. The main ways of resolving this problem are:

- Intellectual, cultural and professional development of an individual in the educational environment of higher education institutions (HEI);
- Acquisition of professional communication skills;
- Provision of health-oriented educational process in HEI;
- Development of inclusive educational environment, universal design and provision of adequate adaptation.

Relevance of intellectual, cultural and professional development of an individual, national-patriotic education of citizens is determined by the requirement of consolidation and development of society, by modern challenges that lie before Ukraine and require constant development of national-patriotic education [3].

Because of the reformation of higher education and its integration in European higher education community, the main idea of higher education is the preparation of a specialist that has a set of qualities like: patriotism; high professionalism, civil maturity, political culture, awareness of one's own rights and freedoms, mobility, responsibility and independence in decision-making, diligence, pursuit of self-education and self-improvement, sociability, empathy

Problems of establishing of university educational environment as a factor of development of educatees' needs and interests were studied by: needs and interests. It is an environment of joint existence, transformed by all subjects of education into a factor of integrative influence on the process of development and self-actualization of an individual. Developmental effect of educational environment is provided only with availability of possibilities for self-development of all subjects of educational process.

Peculiarities of creating a communicative and educational environment with the help of modern computer and informational technologies were studied by: S. Haletskiy [7], V. Koval [8] and others. Researchers point out that the use of modern digital technologies in communicative environment of HEI facilitates the increase of attention to pedagogy of partnership; development of communicative and informational culture; engagement into the world culture; professional development of an individual.

Development of society is guaranteed by physical and spiritual replication of its members and creating of means of living. Features of influence of high school on valeological intention of future specialists, development of health-preserving educational environment at universities were studied by O. Kabatska [9], Ye. Kocherha [10].

Creation of inclusive educational environment, universal design and provision of adequate adaptation and socio-humanitarian function of inclusive education were studied by A. Kolupayeva [11], A. Arischenko [12], M. Hryntsiv [13].

Yet, the problem of enriching national-historical, cultural-educational traditions for the development of human capital requires further comprehensive investigation, introduction of new approaches to the organization of educational process and life activities of HEI, the application of innovative interaction methods of all subjects of educational process, in order to provide high-quality educational service and developing human capital.

The purpose of the article. The purpose of the article is to define the directions of the activities of higher education institutions in the context of expanding national-historical, cultural-educational traditions for the development of human capital.

Presentation of main material. The problem of personality formation, expansion of national-historical, cultural-educational traditions of society, influence of different factors on this process is not new. It has its own history, philosophical-sociological and philosophical-pedagogical tradition.

The development strategy of Ukrainian higher education for 2022-2032 identifies among the key problems the focus of higher education institutions exclusively on educational and scientific activities, which does not contribute to the creation of conditions for the comprehensive development of the individual and the realization of his talents. Yet, the main goal of higher education at the current stage should be the transfer to the young generation of social experience, rich spiritual culture of the people, uniqueness based on the formation of personal traits of a Ukrainian citizen, which include national self-awareness, developed spirituality, moral, artistic and aesthetic, legal, labor, physical, ecological culture, development of individual abilities and talent [2].

The aforementioned document defines the trends in the development of higher education, which determine the future of higher education and international student mobility until 2030, in particular, the goal (mission) of higher education in Ukraine is the intellectual, cultural and professional development of the individual, the formation of high-quality human capital and the cohesion of society for the integration of Ukraine as an equal member of the European community, development of an effective innovative competitive economy and ensuring high standards of quality of life [2].



Among the priorities of the development of higher education in Ukraine, which determine the conceptual model of higher education, there are the preservation of the best achievements of national education, the preservation of intellectual human potential in the regions.

The formation of an individual is the process of social development of a person, one's formation as a subject of activity, a member of society, a citizen. This process takes place thanks to the assimilation of humanitarian disciplines, the educational influence of the family, school, society, interaction with artistic phenomena, a person's ability to adapt to the external environment, participation in public life, and conscious preparation for independent adult life. Each new historical era devised new methods of influencing an individual or a team depending on a certain attitude of the educator towards the students, existing social relations, culture of activity, value and emotional attitude to life and work, specific conditions of influence, etc. [14, p. 11].

The educational environment of the university, built on the integration of science, education and culture, ensures that students of higher education acquire social skills (soft skills) throughout the entire period of study at a higher education institution. Modern students are full and constructive partners in its management, influence the organization, content and results of educational activities. A student of higher education is not only a consumer of educational services and university service services, but also an active member of the university community [14, p. 12].

In addition to ensuring a high scientific and theoretical level of students' training, a pedagogical higher education institution should serve as a model in terms of the national orientation of the educational process, moral relationships, artistic, aesthetic and spiritual culture.

A higher school acts as a powerful factor in the education of future citizens of their country. One of the main tasks of secondary and higher education, of public institutions and organizations is the formation of the worldview of every young person, the education of a conscious and active member of society, familiar with the processes taking place in the country and beyond, a citizen with high patriotic feelings, ready to protect the interests of one's country anywhere. During the period of the establishment of Ukrainian statehood, the development of a civil, democratic society, its integration into the European and world community, the higher school provides the education of future citizens, which is possible under the condition of fundamental conceptual, structural and organizational changes in the field of education, which presuppose its orientation on the individual, the nation, spiritual culture, universal human values, level of developed countries of the world.

Empirical analysis shows that all stages of the educational process in HEI need to be filled with national content, to make the most of the potential of the native language, Ukrainian ethnopedagogy, ethnopsychology, ethnology and the means of

pedagogical regional studies in order to awaken the national self-awareness of the young generation and arm it with solid knowledge.

Only education can revive the nation, establish the national idea, forming the national consciousness of its students. In order to have an educational impact, the teaching and professorial staff from various fields of science studied at the HEI should do everything to show the priority achievements of Ukrainian scientists, representatives of education, culture, art and state building.

Achieving this goal is possible only under the condition of a comprehensive approach and the involvement of the entire teaching and professorial staff of higher education institutions, administration, student self-government bodies and public associations of student youth in this work. Solving the outlined tasks is possible under the condition of constructively organized educational activity, thoughtful choice of forms, methods of its implementation and coordinated interaction of all subjects of the pedagogical process.

Higher education institutions should be aimed at enriching national-historical, cultural-educational traditions through the acquisition by students of a high level creative, artistic, professional and general competences, which are necessary for activities in a certain specialty or in a certain field of knowledge, and the organization of the educational process should be based on a set of priorities: assistance to student self-government bodies, increasing the social activity of students, their independence and responsibility; support of creative initiatives of youth; development of active citizenship, patriotic consciousness, tolerance, legal and political culture; formation and development of spiritual and moral qualities, culture of communication and behavior, favorable moral and psychological climate; formation of a culture of healthy and safe lifestyle.

When organizing the educational process in HEI, all subjects of this activity must take into account the following principles: 1) the integrity of the educational process, which presupposes the unity of upbringing and professional training, the strengthening of motivational, emotional and value components of educational activity, and at the same time the orientation of extracurricular activities of students to their acquisition of professionally significant knowledge, abilities, skills and personal qualities of the future specialist; 2) national patriotism - education of responsibility for the well-being of the society in which you live, responsibility for the dormitory, faculty, institute, district, city, based on pride for the true values of your faculty, educational institution, on studying the history and traditions of the small and large Motherland; 3) humanization and democratization – the creation of a humanistic, democratic, developmental educational space of a higher educational institution built on subject-subject relationships; combination of pedagogical leadership with the initiative and individual activity of students; ensuring variability in the choice of directions and methods of educational activity; openness and cooperation (co-creativity) in solving relevant students' problems and problems of

the entire higher educational institution; 4) individualization, aimed at taking into account the age and individual characteristics of students, at nurturing their creative activity, forming individual qualities; 5) competitiveness, which motivates a young person for self-education, forms the ability for dynamic horizontal and vertical mobility, creative activity in the conditions of market relations and entrepreneurship; 6) cultural concordance. This principle promotes cultural (and subcultural) self-determination and cultural identification of university students (especially foreign ones); contributes to the emergence of the personal culture of each student [15, p. 121].

Student self-government bodies, which in many higher education institutions have become real representatives of the educatees' interests and participants in processes of ensuring the quality of higher education, have obtained a significant impact on the lives of participants of the educational process.

Among the key problems that require solutions in the context of the implementation of the Strategy for the Development of Higher Education in Ukraine for 2022-2032, the non-use of civil society opportunities by the majority of higher education institutions for their development has been determined.

We also believe that designing of the educational and communicative environment of professional training in HEI is one of the directions of the implementation of the Strategy for the Development of Higher Education in Ukraine for 2022-2032. This, in turn, involves the creation of optimal conditions for stimulating speech and mental activity of students; development of their critical thinking, language personality, multiple intelligence and cross-cultural communication; the ability for conceptual modelling of information; expanding the knowledge space taking into account individual styles and learning strategies [16, p. 46].

Among such pedagogical innovations, it is important to create an educational and communicative environment that ensures the maximum level of communication and individualization of learning thanks to the wide use of information and communication technologies (ICT), which contribute to the formation of stable cognitive interests and motives in students, reduce time spent on processing the material, remove tension, stimulate cognitive activity and independence, develop creative abilities and communication. We consider the educational and communicative environment as a specially built innovative pedagogical system that includes interconnected components that ensure the integration of language, speech and communicative training based on a creative combination of modern pedagogical technologies and information and communication technologies [17, p. 60].

We consider the creation of conditions for a health-oriented educational process in HEI to be an important direction of human capital development. Researchers draw attention to the importance of reforming the structure of specialized, including valueological, knowledge. [18, p. 51].

The new paradigm of health allows us to apply the very term "Health" to various personal and social systems, especially at the stage when it (health) is in a good or satisfactory state and does not require medical therapy. In the context of our research, it is primarily about the health of a young person: dichotomously - a student and a future school teacher. To the most part, this dichotomy has optimistic predictions or positive initial data: young people (of school, teen and youth age groups), generally, do not have special health problems and therefore immanently do not pay much attention to this area [19].

Inclusive trends that become more and more popular in modern education resonate with democratic processes in society and create real conditions for the availability of education for everyone and the development of general education, taking into account the various characteristics of the psychophysical development of children. It was determined that the leading strategy for the development of the modern education system is its reconstruction on a humanistic basis, the creation in the country of alternative models of psychological and pedagogical support and mechanisms for the free choice of forms of education for children with special educational needs in accordance with their educational needs. In this regard, the philosophical discourse actively discusses concepts related to the introduction and dissemination of an inclusive model of education [20, p. 121].

Therefore, the orientation of higher education institutions on the enrichment of national-historical, cultural-educational traditions ensures the integrated activity of all subjects of educational activity: students, student self-government bodies, deputy deans / director of the institute, curators and is directed to the search for new pedagogical technologies, methods (innovative and traditional) and forms (individual, group and mass), as well as recognition of the priority of students' self-education, individual activities aimed at developing their personal potential.

Conclusions. Education of the future generation, capable of learning throughout life, creating and developing the values of civil society and contributing to the consolidation of the Ukrainian nation in the European and world environment necessitates the strengthening of the educational aspect of the content of education.

The orientation of higher education institutions to the enrichment of national-historical, cultural-educational traditions involves the use of various forms and types of activities conducted in HEI outside the classroom and online, ensures the actualization of students' theoretical knowledge, directs them to the practical plane, draws the attention of young people to the most acute social problems of the present times, forms their social maturity, which in turn ensures the development of the human capital of the state.

One of the ways to solve this problem is the maximum use of socio-cultural, socio-economic and regional opportunities of each region of Ukraine for the development of human capital, preservation of intellectual human potential in the regions.

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