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# ВИЩА ОСВІТА

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## GENERATION OF PROFESSIONAL COMPETENCIES OF ADVERTISERS

**Introduction.** The advertising and information space is impossible without communication processes, in particular data exchange, the purpose of which is to ensure the understanding of information created, transmitted and received by people.

**Problem.** The formation of communication processes does not take place without specialists capable of working in the media industry in conditions of advanced computerization.

**The aim** of the work is to determine the features of the formation of communication competence; the presentation of approaches and recommendations for improving the methodology of training advertising specialists and the results of its approval.

**Methods.** The classification and analytical method was used; questionnaire surveys, graphical and structural analysis, logical generalization.

**Results.** One of the general competencies of the specialization «Advertising and public relations» is

## ГЕНЕРАЦІЯ ПРОФЕСІЙНИХ КОМПЕТЕНТНОСТЕЙ РЕКЛАМІСТІВ

**Вступ.** Рекламно-інформаційний простір неможливий без комунікаційних процесів, зокрема без обміну даними, метою якого є забезпечення розуміння інформації, що створюється, передається та отримується людьми.

**Проблема.** Формування комунікаційних процесів не відбувається без спеціалістів, здатних працювати у медіагалузі в умовах розвинутої комп'ютеризації.

**Метою** статті є визначення особливостей формування комунікаційної компетентності; представлення підходів і рекомендацій щодо удосконалення методики навчання фахівців з реклами та результатів її апробації.

**Методи.** Використано класифікаційно-аналітичний метод; анкетні опитування, графічний та структурний аналіз, логічне узагальнення.

**Результати.** Однією з загальних компетентностей спеціалізації «Реклама і зв'язки з громад-

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*the acquisition of skills in the use of information and communication technologies. The purpose of using software products is to: provide students with tools for professional work; intensify the task performance process; stimulate the development of creative abilities; formation of critical thinking regarding the analysis of media products. In the conditions of a pandemic and martial law, classes take place via Zoom, using the Viber and Telegram applications, e-mail. Among the problems there are: high cost of licensed programs; selection of software products suitable for use as a learning tool; professional and pedagogical qualification of teachers.*

**Conclusions.** *Education with the use of the latest technologies acts today as a component of student training in accordance with the social orders of our time. This approach forms a new «computer» intelligence, including in the field of media product creation.*

*Keywords:* competencies, marketing communications, computer graphics in advertising.

JEL Classification: I 21; I 29; J 45; M 39.

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**Introduction.** The production and distribution of information and various media content does not bring the main profit to modern media enterprises. Advertising performs this function. Modern advertising and PR activities in the mass media market are carried out not only in a certain social environment, but also in space and time. The formation of advertising and information space is impossible without communication processes – data exchange, the purpose of which is to ensure the understanding of information that is created, transmitted and received by people. The initiation of our research is related to the need to determine the peculiarities of the formation in modern conditions of students as future professional participants in the media and marketing communications markets of communication competence – personality properties that determine their ability to perform activities based on competence – a set of knowledge, abilities and skills.

**Problem.** In today's conditions, the issue of training specialists to work in the media market, in the field of advertising and PR, capable of working in conditions of advanced computerization using technologies which have completely replaced traditional ones, and possessing special software products today is a relevant feature of the general culture of higher education. The formation of competences today must take place under the conditions of consistency with the requirements of European integration

*ськістю» є отримання навичок застосування інформаційних і комунікаційних технологій. Використання програмних продуктів мають на меті: надати студентам інструменти для професійної роботи; інтенсифікувати процес виконання завдань; стимулювати розвиток творчих здібностей; формування критичного мислення щодо аналізу медіа-продуктів. В умовах пандемії та воєнного стану заняття проводять через Zoom, Viber та Telegram, e-mail. Однак проблемами є висока вартість ліцензійних програм; вибір програмних продуктів, що придатні як навчальний засіб; професійно-педагогічна кваліфікація викладачів.*

**Висновки.** *Освіта з використанням новітніх технологій виступає сьогодні як компонента підготовки студентів відповідно до соціальних замовлень сучасності. Такий підхід формує нову «комп'ютерну» інтелігенцію, зокрема й у галузі створення медіапродукту.*

*Ключові слова:* компетентність, маркетингові комунікації, комп'ютерна графіка в рекламі.

into the European educational and research space. In this regard, the issue of digital competence takes on special importance when training specialists to work in the media market, in the field of advertising and PR activities, able to work in conditions of advanced computerization using technologies, which have replaced the traditional ones, that have already been fully mastered, and the possession of special software products today is a sign of the general culture of a graduate of a higher educational institution.

**Analysis of recent researches and publications.** Recently, a lot of research has been devoted to the issue of the formation of professional competence among students. Thus, O. Karolop described the evaluation criteria, components and levels of professional competence of future hotel and restaurant professionals, which are formed, using innovative learning technologies [1]. M. Pukalo [2] analyzed the task of training a specialist capable of meeting the demands of the current digital society. Smart-technologies, «cloud» technologies and technologies of contextual learning of A. Verbytsky for the training of future economists are considered in the work of T. Nalyvayko [3]. The peculiarities of preparing students for professional activity by means of distance educational technologies are defined in the dissertation of H. Aliyev. [4] etc.

Paying tribute to the scientific and practical significance of the works, which consider various aspects of the formation of professional competence of future specialists in various fields of activity, it should be noted that the training of future media specialists, advertisers and PR managers has its own characteristics, in connection with the introduction of the educational process of the ever-growing amount of information and new professional knowledge in the field of marketing communications, pandemic conditions and martial law, which requires additional analysis and proposals. But no such studies were conducted.

**The aim** of the article is to determine the peculiarities of the formation of students' communication competence on the basis of the formed competence – a complex of knowledge, skills and abilities; presentation of approaches and practical recommendations for improving the teaching methodology and the results of its approbation for students studying advertising disciplines.

**Methods.** In the research process, the following general scientific and specific methods of cognition were used. The classification-analytical method was used, when studying the classification of goals and problems of training specialists, for questionnaire surveys, graphic and structural analysis. The method of logical generalization was used for the analysis of trends in the study of specialized software by students and the justification of educational measures for the improvement of innovative technology complexes in the formation of competence: knowledge, skills and abilities of future specialists of the marketing at communications market. The factor

analysis – when was studying the importance of mastering software individually, with a teacher or in a group.

Processing of the data collected during the author’s questionnaire surveys of students was carried out with Microsoft Excel computer program.

**Results.** Let us consider the discipline «Computer graphics in advertising» as an educational component of the «Advertising and Public Relations» educational program of the «bachelor» degree, which ensures students’ mastery of general and professional competencies and their achievement of program learning outcomes. Thus, the general competence of the educational program is the acquisition of skills in the use of information and communication technologies.

Special (specialist) competences include the ability to create a media product, that is, to apply a creative approach to professional work.

Program learning outcomes are the ability to develop scenarios for communication activities, to possess creative techniques for developing new ideas.

For a modern student, mastering high-level information and computer technologies is a sign of professionalism, a way to gain the necessary outlook in their future profession. Therefore, an integral part of the training of students majoring in «Advertising and Public Relations», «Advertising Business», «Marketing», «Marketing Management», «Brand Management», studying the discipline «Computer Graphics in Advertising» is obtain theoretical knowledge of computer graphics and acquisition practical skills of working with graphic editors. The discipline «Computer Graphics in Advertising» is closely related to the disciplines: «Marketing Communications», «Advertising», «Advertising Creative», and «Design in Advertising». The programs of disciplines developed at the State University of Trade and Economics (SUTE) are based on the principles of development of creative thinking of students and technical implementation of specific ideas and aim to:

- provide students with tools for professional work, including editors for working with computer graphics: Adobe Photoshop, Adobe Illustrator, CorelDRAW;
- intensify the process of professional training by accelerating the implementation of a number of educational tasks;
- stimulate the development of certain personal qualities that are necessary for a journalist, public relations specialist, advertiser, marketer – imagination, creative abilities, contribute to the formation of critical thinking regarding the perception and analysis of existing media appeals.

Thematic plans of disciplines include not only questions on the basics of working with applied graphic editors. Thus, the discipline «Computer Graphics in Advertising» considers the formation of the idea of advertising appeal, the study of the laws of composition and means of its

harmonization, the history of the development of fonts and the conditions of their use in actual publications. The educational process is built as follows: acquaintance with the theoretical part of the discipline; acquisition of skills of work with graphic editors in laboratory works; performing training exercises in a computer class (where the teacher acts as a consultant); performing individual creative tasks outside the audience; participation in the distance creative Olympiad in the discipline.

The acquaintance with the theoretical part of the discipline is carried out in lectures with the use of reference notes and projection of visual materials with the help of multimedia equipment or remotely by Zoom. The skills of working with graphic editors are acquired in the computer classes of the Department of Journalism and Advertising and the Department of Marketing with a demonstration of the operations performed using the SMART Board interactive whiteboard. The material is consolidated with the help of training exercises provided in the textbook «Computer Graphics in Advertising», developed by the teacher.

Each academic group is divided into subgroups of 15 students. The teacher has the opportunity to advise every one of his workplaces by using a remote administration software product for the Microsoft Windows Remote Administrator platform, which allows you to transfer files and fully work on multiple remote computers using a graphical interface. Students can realize their creative vision in solving the set tasks while performing individual tasks of independent work, based on lecture material and skills acquired in laboratory classes.

In a COVID-19 pandemic and martial law, there is a need to teach discipline online. In such cases, lectures and laboratory classes take place:

- live by Zoom,
- using the Viber call and messaging application to communicate and summarize the lessons;
- using Telegram – a multi-platform cloud messenger with VoIP features for smartphones, tablets and PCs, which allows you to exchange text, voice and video messages, photos and files in many formats;
- E-mail of the academic group and the teacher.

This approach enhances the motivation of learning, allows you to assess the integration of new information technologies with specific disciplines, and later with the topics of diploma projects, helps to overcome the psychological barrier in the development of innovative technologies. The learning process becomes exciting, develops the creative potential that is in each individual. However, we have to face a number of problems, including:

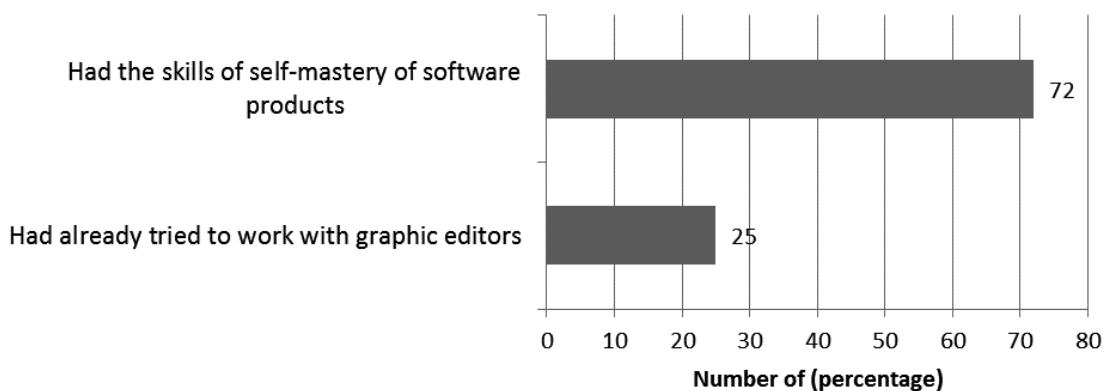
- High cost licensed software. Advances in information technology have led to the avalanche of computer technology. Powerful computers with huge speed and memory resources, specialized programs, Internet

technologies, presentation equipment have appeared. All this could not but be reflected in the educational process.

- Choice of many software products that are suitable for use as a learning tool and are able to work with existing hardware.

- The process of acquiring the necessary «craft» skills is often inevitable in any creative profession, most often it based on imitation. It is possible to prevent this, if the debutant in the learning process will be given independent tasks that reveal his creative potential and demonstrate the ability to develop author's works.

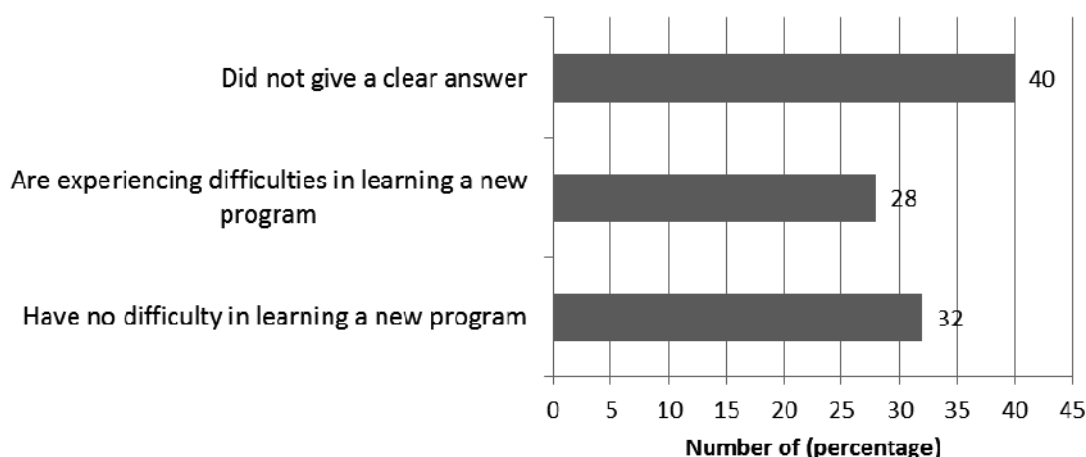
A survey conducted among 3-4th year students showed that before studying the discipline «Computer Graphics in Advertising» a quarter of them had already tried to work with graphic editors, the vast majority had the skills to master software products (*Figure 1*).



**Figure 1. Respondents' answers about skills in working with graphic editors**

*Source:* created by authors.

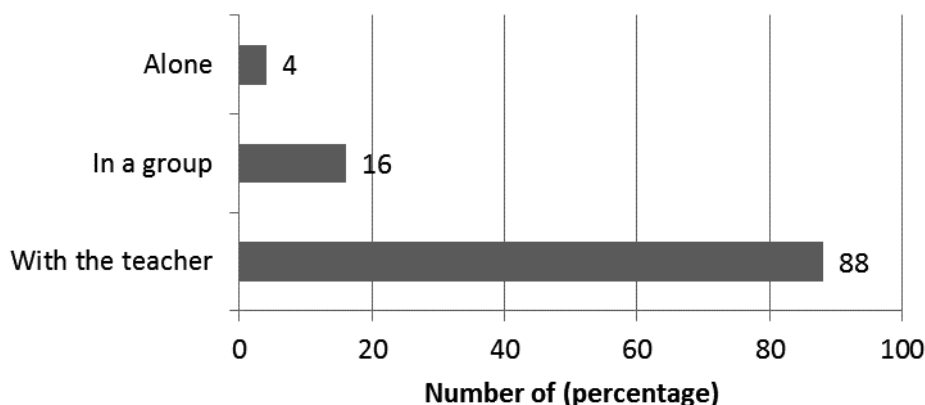
The results of the survey on the ease of mastering the new program are given on *Figure 2*.



**Figure 2. Respondents' answers about the difficulties of learning a new software product**

*Source:* created by authors.

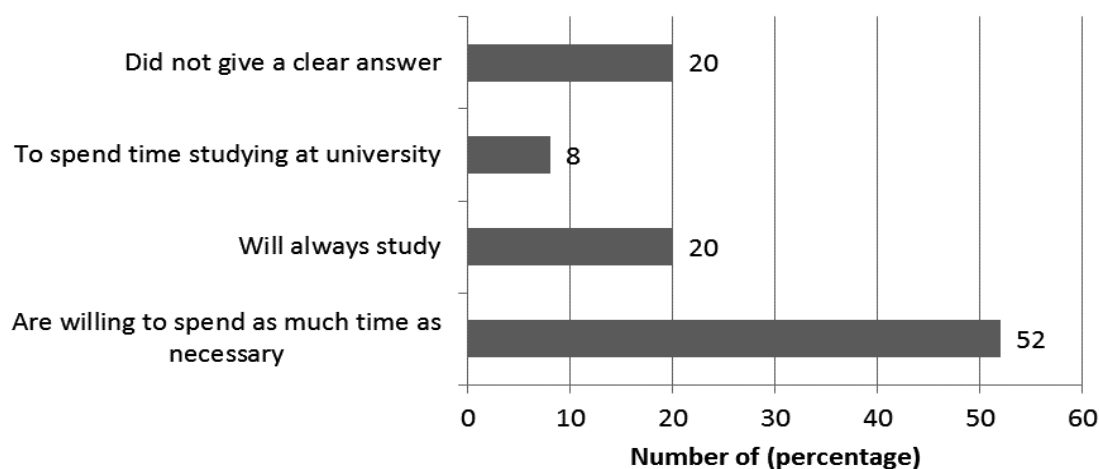
A significant number of respondents preferred to master software products together with the teacher (*Figure 3*).



**Figure 3. Respondents' answers about options for mastering software products**

*Source:* created by authors.

The vast majority of respondents are determined to study computer graphics and would like to work in this field. Half of them are ready to spend as much time as necessary to achieve professionalism in the field of computer graphics, the fifth part will always study (*Figure 4*).



**Figure 4. Respondents' answers about time to achieve professionalism in the field of computer graphics**

*Source:* created by authors.

The professional and pedagogical qualifications of teachers who are advocates of innovative knowledge is another key issue in the teaching of computer graphics. M. Tardi [5] in 1973 argued that modern students belong to a new, «iconic», i.e., visual civilization, and teachers – «pre-iconic» [5]. The dynamics of the emergence and application of computer technology is growing rapidly. According to P. Smith, K. Berry and A. Pulford, all the technological knowledge used in 1992 in 2050 will be

only 1 % of the total amount of knowledge that will be collected at that time [6]. This highlights the need for quality teacher training, including various refresher courses, internships in advertising agencies and other universities, continuing self-education.

Graduates of higher education institutions must be prepared not only theoretically but also practically.

When conducting classes, the project method is actively used, which involves the systematic implementation of several tasks and allows students to integrate knowledge from various disciplines in the process of learning. For example, in the process of working on the project of forming the company's corporate style within the discipline «Design in advertising», students must complete the following tasks:

- to consider the corporate symbols of the enterprise and enterprises working in a similar field;
- to determine the target audience and goals of the enterprise;
- to conduct a phonosemantic analysis of the company name;
- to substantiate the concept of corporate style;
- to create corporate style elements in the CorelDraw / Adobe Illustrator program (at least 3 proposals for logos);
- to create a passport of corporate style standards;
- to develop advertisements using corporate style elements in the graphic editor Adobe Photoshop;
- to prepare an electronic presentation in the MS Power Point editor;
- to present the identity of the enterprise in a separate file with proper preparation for further printing.

Knowledge gained from a number of disciplines, such as «Marketing Communications», «Advertising», «Design in Advertising», «Computer Graphics in Advertising», «Layout in Advertising», etc., are in a state of anticipation for creative insights and experimentations. Participation in competitions and advertising festivals allows you to express yourself, replenish your portfolio and collection of diplomas and awards, and teachers to adjust the curriculum of disciplines based on the results of competitions.

Students perform a large number of educational projects, and their demonstration at exhibitions, competitions and festivals is a criterion for evaluating these works.

Thus, in 2020–2021, KNUTE/SUTE students won 55 prizes in various creative competitions [7], including:

- 25 prizes and GRAND PRIX in the VIII All-Ukrainian student competition of commercial advertising;
- 9 diplomas in the Ukrainian Student Advertising Festival;
- I place in the nomination «Check in the white – demand a fiscal check for equipment» in the hackathon «Advertising landfill»;



- I and II place out of three in the nomination «Print advertising» «Advertising-fest» in Odessa;
- 3 diplomas in the VII Kharkiv Student Advertising Festival;
- 16 diplomas in the III International Advertising Competition «DO.IT ADS».

Obtaining prizes by students participating in creative competitions, confirms the correctness of the developed teaching methods.

Participation in creative competitions, connections obtained during visits to advertising agencies, facilitate freelance cooperation of future professionals with professional manufacturers of advertising products, who work with talented young people, whom they meet when participating as members of the professional jury of competitions.

Our study does not include a complete list of competencies for all specializations and disciplines related to the training of marketing communications professionals and can be used as a basis for further research aimed, for example, at studying the specifics of teaching disciplines in the new realities in a *COVID-19* pandemic and martial law.

Continuation of our research will allow us to make greater use of the capabilities of computer and telecommunications technology to solve modern problems of training highly qualified personnel and creation of a specialized advertising laboratory at SUTE.

**Conclusions.** Thus, learning using the latest technologies today acts as a component of general cultural training of students in accordance with the martial law and social orders of modern civilization. It is designed to develop critical thinking, provide competencies that will help young professionals succeed in market conditions, find their own niche and provide decent living conditions. Therefore, the preparation of a new «computer» intelligentsia, including in the field of media and marketing communications, is one of the main areas of modern education.

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