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**CULTURAL APPROACH TO FORMING VALUE-RELATED
ATTITUDES TO AGRICULTURAL LABOR FOR STUDENTS OF
HIGHER AGRICULTURAL EDUCATIONAL INSTITUTIONS**

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Summary. The main points of the culturological approach to the formation of a value attitude to agricultural labor of students of higher agrarian educational institutions are given.

Key words: culturological approach, education, course, agrarians, teaching.

**КУЛЬТУРОЛОГИЧЕСКИЙ ПОДХОД К ФОРМИРОВАНИЮ
ЦЕННОСТНОГО ОТНОШЕНИЯ К
СЕЛЬСКОХОЗЯЙСТВЕННОМУ ТРУДУ СТУДЕНТОВ
ВЫСШИХ АГРАРНЫХ УЧЕБНЫХ ЗАВЕДЕНИЙ**

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Аннотация. Приведены основные моменты культурологического подхода к формированию ценностного отношения к сельскохозяйственному труду студентов высших аграрных учебных заведений.

Ключевые слова: культурологический подход, образование, курс, аграрии, преподавание.

The upbringing of the value attitude toward agricultural labor among students of higher agricultural education establishments becomes of special importance in the conditions of modern society and accordingly requires the creation of certain pedagogical conditions and the involvement of methodological approaches. And among such methodological approaches, the culturological approach occupies a leading place in the study of this problem.

Cultural approach allows to consider culture as a source for a system of education of a value relation of a person to himself, to nature, to work, and others. "Formed in the culture of values can be organically perceived by the individual and assigned them at the person-semantic level only if they are

experienced by a person, taken by it emotionally, and not only perceived and assimilated rationally" [1, p.103].

The problem of the cultural approach, namely, the theoretical issues of the use of the cultural approach in the educational process, its role in the theory and methodology of education, devoted to the work of A. Pogodinova, V. Gur, E. Fortunatova, D. Likhachev, B. Gershunsky, A. Gurevich, etc. ., in which researchers considered the use of a cultural approach during the educational process on different profiles.

Studying the upbringing of the value attitude towards agricultural work among students of higher agricultural educational institutions, we consider the culturological approach to education as one of the main in the process of solving the problem. The culturological approach in cultivating a value relation to agricultural labor is realized due to the orientation towards the development of students' perception of Ukrainian culture. This approach provides an analysis of the process of raising the value attitude to agricultural labor with the help of cultural concepts (culture, norms and values, lifestyle, cultural samples and cultural activities, etc.). The teacher is working on creating a cultural environment in which students are educated. Today, the culturological element in the upbringing of modern youth is gaining in popularity. Therefore, teachers should have the task of maximizing the educational potential of Ukrainian culture.

"As a methodological basis of modern pedagogical science, the cultural approach involves the use of the phenomenon of culture as a pivot in understanding and explaining pedagogical phenomena and processes. Functional principles of cultural analysis of pedagogical problems are systemic reconstruction of culture; accounting for the subjectivity of cultural development and the activity character of the realization of the subjective principle in culture; the unity of the normative and creative aspects of the existence of culture" [2].

The introduction of a culturological approach to raising the value attitude towards agricultural work among students of higher agricultural educational institutions contributes to the formation of value orientations and priorities. The culturological approach to the cultivation of value attitude to agricultural labor contributes to the formation of the global thinking of students and creates an intellectual basis for their future professional activities, creates conditions for concentration of students on the value attitude to agricultural labor. The educational material used during the culturological approach to the development of value attitude to agricultural labor should be considered from the point of view of the culturological component.

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НОВЫЕ ТЕНДЕНЦИИ РЕФОРМИРОВАНИЯ ОБРАЗОВАНИЯ В ВЫСШЕЙ ШКОЛЕ

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Аннотация. Статья посвящена анализу новых тенденций реформирования образования, разработке современных психолого-педагогических методов обучения в высшей школе.

Ключевые слова: образование, тенденции, реформы, творческое мышление, технология обучения, инновации, высшая школа.

NEW TRENDS REFORMING OF EDUCATION IN THE HIGHER SCHOOL

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Summary. The article is devoted to the analysis of new trends reforming of education, the development of modern psychological and pedagogical methods of teaching in the high school.

Key words: education, trends, reforms, technology of education, creative thinking, innovations, higher school.