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## **THE INFLUENCE OF THE STUDENT COLLECTIVE ON THE FORMATION OF PROFESSIONAL CULTURE OF FUTURE SPECIALISTS**

**Introduction.** Professional culture is a necessary condition for any effective work and the most important factor in improving one's personal qualities. In order to be in demand in the modern environment, young professionals need to have the maximum professional fulfillment, to be able to work in a team and be creative. Therefore, the problem of the formation of the so-called corporate culture, which is undoubtedly an important condition of efficiency and competitiveness of any organization becomes increasingly relevant [1].

**Objectives.** The basic objective of this research is to find out what impact has a student organization on the formation of professional culture of future specialists.

**Presenting main material.** From the first day of professional activity personality falls into the group where you want to get into the culture of other people, to learn from many generations of experience in the conduct, activities and creative development in order to transfer this experience to the next generation.

Modern scholars consider corporate culture as a system of material and spiritual values, expressions, interacting inherent in the organisation, reflecting its personality, perception of self and other in social and duffel medium [1].

It is also necessary to note that corporate culture is the most important set of provisions that take members of the organization, and which find expression in values that are members of the organization guidance of their behavior and actions [2]. The culture of the organization consists of ideas, interests and values shared by its

members. It encompasses experience, skills, traditions, processes of communication and decision-making, myths, fears, hopes, and aspirations, which are really experience staff.

The student environment is the totality of many conditions: emotional, behavioral, spatial, verbal and other, that is, those that shape the educational and extracurricular time students [2]. The student environment is an extremely complex mechanism that creates a future specialist. Means, preparation of the man who is simultaneously a cultural, highly educated, business. Students are carriers of the corporate culture of any educational institution, its traditions, values, image as in the training period and after graduation.

The students of our Kyiv National University of Technologies and Design has all conditions for fruitful study, relaxation, socializing, sports, and scientific activities. Students are engaged in research work, participate in contests and competitions, showing that the student environment is an active, enterprising and motivated, which is a serious preparation for future professional life.

It is also important to organize different educational activities: conducting sports-military competitions, participating in various social projects both within the university, as well as in urban and inter-regional values, and this is the basis for students to develop the desire and need to improve themselves and become the best professionals of their country.

**Conclusions.** So, the professional culture of each student is developing, because of the cultural development of a person, coming from his own mind and his own creativity and it is a factor of self-realization.

#### REFERENCES

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