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## CONNECTING THE DEVELOPMENT OF RESEARCH FIELDS WITH SOCIAL AND SCIENTIFIC COMMUNICATIONS\*

*The study pays attention to scientific activity in higher education institutions. The order of integration of scientific, educational and production activities in the higher education system is analyzed. The inseparability of the development of scientific research from educational activities and the logical sequence of combination with social and scientific communications are shown. It is proved that the entire scientific base laid down by scientists is the basis for the formation of the general research and analytical base of the higher education institution.*

**Keywords:** *Research Work, Science, Teachers, Students, Socio-Scientific Communications, Professionalism.*

**Поєднання розвитку напрямів дослідницької роботи із соціально-науковими комунікаціями.** Розглянуто особливості розвитку наукової діяльності у закладах вищої освіти. Проаналізовано порядок інтеграції наукової, навчальної і виробничої діяльності в системі вищої школи. Звернуто увагу на невід'ємність розвитку наукових досліджень від освітньої діяльності та логічну послідовність поєднання із соціально-науковими комунікаціями. Доведено, що вся наукова база, закладена науковцями, є підґрунтям для формування загальної дослідно-аналітичної бази закладів вищої освіти.

**Ключові слова:** науково-дослідна робота, наука, викладачі, студенти, соціально-наукові комунікації, професіоналізм.

**Introduction.** Material, technical, financial, and organizational problems, as well as the increasing speed of information circulation and updating in society, have generated an increased demand for scientific, analytical, and research products. When looking for solutions, scientists want to see a generalized result of a problem in order to continue further development in a logical and planned manner, rather than turning

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over piles of material to confirm conclusions already made. This is the approach provided by the resources involved in conducting research and subsequent documentation of all the results. Gradually accumulating in libraries based on departments, research institutions and higher education institutions (HEIs), scientific knowledge is an integral parameter that promotes innovative thoughts, processes and developments in society and in all sectors of the national economy. It is science in all its varieties that serves as the basis for further analysis, becomes a «trump card» of development and a driving force for the promotion of higher education institutions and their popularity in the country and the world [ 1 ]. Therefore, studying the issue of innovative approaches to the development of scientific information centers and ensuring their systematic scientific and analytical work in all types of research institutions is an urgent issue of educational analytics and social communications.

**Purpose, methods and approaches.** The purpose of the study was to investigate issues related to the development of research areas, both among teachers and among students and young scientists, which will help to increase the overall professional and scientific capacity of all participants involved in social and scientific communications. To achieve this goal, we used systematic approaches and principles of objectivity, interconnection of phenomena and processes, unity of historical and logical, cause-and-effect relationships of the content of scientific work and its impact on the socio-economic conditions of the development of the system of training [ 2 ].

**The main results.** At the stage of development of Ukraine, as a country with a rich scientific, technical and economic potential, a special role is played by research work aimed at obtaining new knowledge about the objects, nature and society around us with their subsequent implementation in practice. It is participation in research that reveals the creative potential of each teacher, promotes the generation of new ideas, develops young scientists, and provides the state with highly knowledgeable scientists whose developments can improve the living standards of citizens.

Research activities in higher education institutions are an integral part of educational activities and are carried out with the aim of integrating scientific, educational and industrial activities in the higher education system. In higher education institutions, research is the basis for teacher training and professional development. New achievements of teachers stimulate the creative activity of students in the process of mastering knowledge in their specialties, and are also an additional source of socio-economic development of the educational institution [ 3 ].

Also, research work makes it possible to improve the qualifications of the teaching personnel and scientific staff of each department, research unit, improve their professional skills, and obtain a high level of teacher-scientist capable of working to train specialists at the bachelor's, specialist's, and master's levels.

The system of work of a teacher should be based on the understanding that it is during the period of study that interest in conducting research, discovering new aspects of the quality of goods and improving existing developments is laid, which is a prerequisite for the formation of young personnel for further study in graduate school.

A student who goes through a good school of research during his or her studies will be able to develop scientific research and implement it in practical professional activities with great benefit to enterprises. In addition, science helps students in conducting research during their coursework and graduation. Based on the results of the scientific activities of teachers and students, the latest developments are implemented in production and the educational process, regulatory documents are developed and titles of protection (patents for inventions or utility models) are obtained.

The areas of research work of the department's faculty are aimed at solving modern problems of food enrichment and product quality, increasing the competitiveness of goods and enterprises, increasing sales, and improving the quality and technological aspects of manufacturing goods.

The department conducts research experiments in cooperation with teachers from other departments and universities in the region, which facilitates the exchange of experience, the acquisition of new skills in conducting scientific information search and organizing the research part. At the same time, the specifics of higher education institutions, the versatility and multidimensionality of their forms of work, place special demands on the evaluation of the effectiveness of their activities, both in general and in research. A consistently effective form of scientific work is the development of research topics on state budget and economic contractual topics. The topics, methods of setting up and conducting research work carried out by the department's teachers are determined by the specifics of the university, its scientific and material and technical potential. The research work also helps to improve the qualifications of the teaching staff and researchers of each department and research unit, improve their professional skills, and obtain a high level of teacher-scientist capable of training specialists at the bachelor's, specialist's, and master's levels.

All information on the procedure, analysis, justification and results of research is the basis for the logical formation of the scientific and analytical base of the HEI (scientific and library collections of the departments and the university).

**Conclusions.** Thus, the comprehensive development and increase in the areas of scientific work, both among teachers and among students and young scientists, will contribute to the enhancement of the scientific and analytical capacity of scientists of the educational institution and is necessary for the promotion of higher education institutions in the domestic and foreign market of educational services.

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## АКТУАЛІЗАЦІЯ ПИТАННЯ ФОРМУВАННЯ ПРОФЕСІЙНО ВАЖЛИВИХ ЯКОСТЕЙ ФАХІВЦІВ

*Проаналізовано підходи до формування професійно важливих якостей фахівців за проектами, що реалізовані в країнах європейського союзу та України. За результатами аналізу джерел інформації сформовано перелік професійно важливих якостей для фахівців різних галузей промисловості. Наголошено, що в сучасному динамічному світі зміст професійно важливих якостей визначається не тільки на основі наукових методологічних підходів, а й за результатами аналізу вимог глобальних тенденцій, роботодавців і здобувачів освіти.*

**Ключові слова:** професійно важливі якості, компетентність.

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