

2.5. Соціальні та медіа-комунікації

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EVENT ANALYSIS IN THE SYSTEM OF FORMATION OF PROFESSIONAL COMPETENCIES OF SPECIALISTS IN THE FIELD OF SOCIAL AND MEDIA COMMUNICATIONS

In the context of globalization of the educational space, the need to develop innovative methods of study in higher education is becoming actual. This will contribute both to Ukraine's integration into the European educational system, and improve the quality of national education to meet the requirements of modern employers.

In this context, the problem of attracting to the process of training future specialists in the field of social and media communications of study methods related to practical activities are extremely relevant. Such methods include event analysis, as it is aimed at a comprehensive analysis of real social phenomena, the search for new approaches to their solution on a communicative level, which contributes to the acquisition of future specialists in the field of communication necessary skills and abilities.

To understand the concept of event analysis, let us define the words of which it consists. The term "event" in translation from English is interpreted as an event, which in general sense means any gathering of people for a specific purpose [2, p. 3]. The explanatory dictionary of the Ukrainian language gives such definition of event: «...a set of related phenomena, facts of social life (important, significant), which represent as if something is a single whole» [1, p. 692].

The word «analysis» (from the Greek of analysis - decomposition) means «a method of scientific research of objects, phenomena by dismembering them (in thought or in fact) into constituent parts» [1, p. 692]. [1, c. 28].

Therefore, based on these interpretations, it can be assumed that event analysis, analysis of event data (from the English event) - is a method of research of specific situations, changes in the state of the public system by a deep detail of a certain phenomenon in any area of society.

The results obtained with the help of event analysis allow us to understand: what happens to society as a whole, taking into account the analyzed specific social events in a certain chronological sequence; what factors influence the course and duration of social events; what role social actors play in socially important events, their interrelationships in general.

For the sphere of social and media communications, designed to ensure effective communication in society, event analysis is valuable precisely because of its communicative component. From this point of view, event analysis can be considered as a method by which it is possible to analyze the communication of certain subjects at the information and operational levels to form optimal ways of communication.

Therefore, it is through applied character, the use of event analysis in the educational process is very effective for training competent specialists in the field of social and media communications. This method contributes to students' successful mastering of optimal communication strategies in real conditions, acquiring skills to implement successful response at information and operational levels in emergencies and conflicts,

crisis prevention in the communicative aspect. In addition, event analysis is an effective way to assimilate professional ethical norms and standards in the activities of modern communications professionals. Given the above, event analysis can be considered a powerful tool for achieving professional success in the field of social and media communications in the future.

Literature:

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THE ROLE OF SOCIAL AND MEDIA COMMUNICATIONS IN MODERN ECONOMY

The modern information society brings to the fore the communicative component, which becomes an integral part of all forms of social interaction. Thus social reality is