

skills and professional and moral qualities and gives confidence that the training is carried out by knowledgeable specialists, meets current requirements and equips students with the necessary competencies.

The documents submitted by an educational institution for accrediting a social worker training program must contain detailed justification and data from social agencies, local community officials and potential students confirming the need for professional staff.

The level of qualifications acquired by specialists in an educational institution affects the employment of social workers. It is known that in the system of professional activity of American social workers, there are two main skill levels. The first is the basic level, which is confirmed by a bachelor's degree, and the second is the level of specialization, as evidenced by a master's degree. Originally, social work activities required a master's degree. And today, master's programs at US universities are the most demanded and prestigious.

Master's programs offer, in addition to a broad-based major, a specialization in a specific area of social work. It can differ: by the type of clients served; by working methods; by the level of intervention; by the role that the social worker performs in relation to the client. Generalists (bachelors) are trained to deal with a wide range of social issues. They should be able to collect information and conduct general research on social problems, carry out procedures for referring client cases to narrow specialists, contact various social agencies and systems, protect clients' rights, etc. Usually these specialists do not have the same degree of independence as their colleagues, who have received a master's degree.

It is assumed that a generalist in social work will be able to investigate and consider a wide range of factors that affect the client's life. For example, contradictions in the client's value system, problems of communication, alienation and loneliness; mental disorder; destructive behavior; lack of the required level of education; discrimination, racism and social injustice; poverty and lack of material resources, etc.

The clients of a general social worker can be individuals, couples, families, groups, organizations, or entire communities and populations in specific areas. Such a specialist is trained to perform various roles in social work.

Social workers who receive specialization prepare more intensively for activities in any one of the areas of social work.

Master's programs aim them at providing 'direct' or 'indirect' social services. The first type includes clinical, group or social practice, work with individuals or groups with special needs (the elderly, children, youth, people with disabilities, etc.), and the second type – administrative activities, development, planning and evaluation of the effectiveness of social programs, development of social policy, etc. That is, indirect services imply that the specialist does not come into direct contact with people who have problems, but focuses on problems of a legislative, political and structural nature.

Thus, the facts considered indicate that the profession of a social worker in the United States has become widespread, it is recognized by the state and society. Professionally trained specialists in the field of social work are in demand in the labor market, and their work is adequately paid.

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MOTIVATIONAL COMPONENT OF FUTURE MARKETING ANALYSTS' LEADERSHIP COMPETENCE

Motivational component of leadership competence of a future marketing analyst comprises motives, needs, emotions, values in regard to leadership as well as common human and professional values of a specialist.

According to psychological encyclopedia ‘motives’ (lat. *Movere* – to draw, to push) can be viewed from two sides: 1) mainly conscious encouragement of a person to perform certain activities related to satisfaction of certain needs; 2) the reasons for people’s actions and actions.

In his turn, A. Rean defined that ‘motive is an intrinsic motivation of a person to a certain kind of activity (activity, communication, behaviour etc.) connected with satisfaction of a certain need’. He considers unification of stable motives in a certain hierarchy as well as expression of conjugation of a personality as motivation

Thus, motivational component of any competence, in N. Marakhovska’s opinion, directs a practitioner to build up an ideal model of ‘own activity that will be a guideline of his self-development and self-improvement’ as a leader. This very component, according to the researcher, should become a key one in formation of leadership competence of a specialist because it provides motives and goal which are crucial forces in any activity. The activity itself is always aimed at satisfying certain needs. So, to become a leader, a person needs to become a leader in the group and to have a motive to satisfy this need, to perceive leadership as a value.

The most important components of practitioner’s motivation for successful activity in the professional sphere are the need for constant personal and professional development, the need for the implementation of their professional skills, the desire for ‘healthy competition’ among the team, the need for promotion in the career; the need for others to recognise their professionalism, etc.

It is reasonable to believe that the motivational component in the context of leadership competence formation reflects practitioner’s orientation to leadership and success in professional activity. This component manifests itself through the value attitude to the profession and self-development in it of a practitioner of any profession, as well as a marketing analyst.

Thus, B. Goloveshko in his research examining the motivational qualities of a practitioner’s personality states that motivational qualities are especially important in the composition of practitioner’s leadership competence, because this very set of qualities models a vector of orientation of people’s actions and is an incentive for gaining a leadership position in a group, for active professional activity. Motives and values shape the attitude of a person not only to himself, but also

to his community. The development of specialists' leadership qualities cannot be achieved without the formation of appropriate motives and goals.

Further the scientist notes that the motivational component of practitioner's leadership qualities includes a strong orientation to new goals and achievements, a high level of commitment in achieving the goals, presence of a developed supervisory spirit, display of positive emotions in the process of achieving the goal, high level of self-fulfilment in the process of professional activity, search for recognition in the social environment, presence of a clearly formulated positive result, importance for the person of his professional activity and aspiration to raise the level of professionalism. Thus, the motivational component consists of motives and values that lead to success of a practitioner as a leader.

Among value orientations of motivational component of leadership competence of future marketing analysts we distinguish the idea of humanism, interaction on the principles of mutual understanding, dialogue, respect for other cultures and people, respect for ethical and legal norms, on the basis of which the subject behaves in a particular situation, the truth, goodness, beauty, wholeness, vitality, uniqueness, thoroughness, fairness, order, simplicity, ease without effort, teamwork, self-sufficiency.

Thus, it can be concluded that without forming appropriate motives and goals, awareness of leadership as a value, as well as basic human and professional values, the development of leadership competence of a specialist in any field is impossible.

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SOCIAL AND PEDAGOGICAL PREVENTION OF CHILD ABUSE IN THE FAMILY

Modern social, economic and sociocultural conditions of the society development necessitate the establishment of humane relations between people. The legal status of children in Ukraine, in particular protection from cruelty, is regulated by the UN Convention on the Rights of the Child, which identifies the urgent need to implement a set of measures that could prevent the growing deterioration of families and children, develop a regulatory framework and introduce a mechanism for children's complaints about their abuse, to ensure legislatively the constant strict control over the observance of children's property and housing rights, etc. In accordance with the Convention, there were adopted the laws of Ukraine 'On Child Protection', 'On Prevention of Domestic Violence', 'On State Assistance to Families with Children', 'On Education', as well as the Family Code of Ukraine, the State National Program 'Children of Ukraine' and other legislative documents. At the same time, the