

The author states that the organization of distance and blended learning in maritime education institutions takes place with the help of the LMS Moodle system. Additional digital tools that can be used to shape the professional abilities of future maritime specialists have been also indicated.

It has been concluded that the successful formation of professional competencies of future maritime specialists today significantly depends on the possibilities of distance and blended learning, which today involves a combination of face-to-face learning with the use of distance technologies, special software, simulators, virtual (VR) and augmented reality (AR), online and multimedia using LMS Moodle or any other distance learning support system. The combination of various technological solutions for the formation of professional competences of maritime specialists allows future sailors to effectively acquire knowledge, form the necessary skills and, therefore, has a high economic effect and effectiveness of training.

Key words: competence, professional competence, maritime education, future specialists of the maritime industry, informatization of the educational process, LMS Moodle.

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SOFT SKILLS DEVELOPMENT AS THE MEANS FOR EFFECTIVE COMMUNICATION OF SEAFARERS

The article substantiates the importance of soft skills development as they should be used by seafarers for effective communication.

The author emphasizes that as modern maritime industry is changing it needs specialists who possess professional competencies including developed soft skills to meet the requirements of the rapid transformations of the maritime sphere.

Such features that are required for effective teamwork on ships as mutual understanding, communication, positive atmosphere, professionalism, soft skills, adaptability are described in the article.

The author has analyzed the publications of some researchers on hard and soft skills and summarized that both types of skills enhance team work on the ships. It has been stated that soft skills are used to improve relationships between seamen on the ships.

Special attention is paid to communication of seamen as a great resource and tool for activity, understanding and cooperation. The author highlights that with a mixed crew communication becomes more important as crew members understand messages differently. Such features of good communication as closed-loop communication and challenge and response concept are analyzed in the article. In author's viewpoint those features are important for seamen as they should always be alert and correct the mistakes if they notice them. To interact without any conflicts and personal clashes seamen have to follow the rules of cooperation, tolerance, mutual understanding, and be flexible and adaptable as well.

As there is an inextricable link between hard and soft skills it is emphasized that maritime higher educational institutions should provide the students with well-designed and targeted training aiming at developing personal attributes and professional competencies. In this connection the teacher's role is significant.

Key words: communication, soft skills, seafarers, effective, development, flexibility, tolerance, adaptability, cooperation.

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The statement of the issue. The maritime labour market of tomorrow won't be the same as that one of today because it is continuously changing in terms of requested skills, including soft skills. The maritime industry seems to be an interesting sphere to deepen and it imposes to seafarers a growing higher adaptability and flexibility in order to face the rapid transformations of the competences and skills that are required.

Servicing on ships is a team work. The so-called a "one-man-show" can't run the whole ship. Teamwork requires communication skills, mutual understanding in terms of cultural equality, supporting each other, creating positive atmosphere for realizing professional activity. Good interpersonal relationship among seafarers is a must in order to perform operations smoothly and safely on board ships. There are high chances of personal clashes, conflicts and dissatisfaction among crew members as currently the number of people on board is limited. So, good communication between the crew members is a key to successful and effective management on board.

The analysis of relevant research. Practitioners and scholars who work in education are interested in the problem of enhancing soft skills development.

According to O'Neil W. A. the majority of maritime accidents happen because of human factors [4, p. 95]. We agree with the point of view of some researchers that among the possible causes are lack of proper working attitudes, level of responsibility, interpersonal cooperation and effective crew resource management of some seamen. So, in our opinion, the ship's operational safety will be ensured if the ship's crew has adequate knowledge and skills in terms of suitable operating procedures and necessary regulations. Thus, it is rational to develop and improve soft skills further. This fact suggests that the combination of hard skills and soft skills is obvious.

In fact, hard and soft skills play a significant role in the process of human resource management as well as competence and have been deeply considered by the researchers [1, p. 14; 2, p. 111; 3, p. 27].

Hard skills are the abilities which are reflected in the activities of regular operating procedures. Soft skills are the abilities that help strengthen situational awareness, correct working attitudes and improve bridge resource management [6, p. 392].

According to Robles M. hard skills are technical competences related to specific occupations and tasks; for this reason, they can be easily defined and measured. They can be defined as those achievements included on a resume, such as education, work experience, knowledge, and level of expertise. Soft skills are the intangible, nontechnical, personality-specific competences that work as reinforcement for technical competencies and influence strongly organizational behaviors, helping the possibility for a worker to become a leader, facilitator, mediator and negotiator [5, p. 453].

The combination of hard skills and soft skills of bridge resource management should be addressed in bridge teams, to enhance bridge team work. Therefore, the analysis of both single control and bridge teamwork is a necessary foundation for research into this combination of hard and soft skills [8]. In addition, soft skills are potential factors that influence regular ship operation procedures performed by the activities of the crew.

Consequently, training of both soft skills and hard skills must be combined and cannot be separated.

Unlike hard skills, soft skills are applicable to a wider level, in all types of activities and, for this reason, they are defined as "transversal", and can represent a driving force for workers who want to reconvert their work experience in a perspective of flexibility [7, p. 4].

Working on the project "Second Life: seafarers work and live better having alternatives of a future job ashore" (2018) developed by the Italian Centre of Excellence on Logistics Transports and Infrastructure (CIELI) of the University of Genoa, and investigating seafarers' hard skills and soft skills, a group of such researchers as Torre, T., Giannoni, M., Colzi, G. summarizes that all seafarers of both deck and engine departments all have four soft skills: attention to detail, organizational skills, ability to work under pressure and time management,

and teamwork [7, p. 15]. By the way, the scholars have combined such soft skills as the ability to work under pressure and time management. They consider that «seafarers who manage their time are able to efficiently prioritize tasks and organize their agendas» [7, p. 15].

The purpose of the article. The aim of the article is to substantiate the importance of soft skills development for effective communication of seafarers on the ships.

The body of the research. Soft skills give a possibility to communicate with crew members in a workplace correctly and efficiently and are used to improve relationships between them. Soft skills are a part of social skills and the most important qualities for good managers (masters and chiefs on ships). In this regard, nowadays shipping companies' managers check soft skills by asking officer's subordinates and if it is found that he neglects the professional aspect of communication, he will be punished, even if he is a great and competent professional with a high level of knowledge and experience.

In the light of all above, communication is a great resource and can be considered as the most important human tool for understanding, cooperation and activity. In addition, good communication is viable when responsibilities are delegated. On the other hand, communication tensy may become a concern for ships' crew, company managers and ship owners. With a mixed crew, communication skills become more important because messages received are not often the same as messages sent. Strangely, people are pleased with a brief understanding of communication, but onboard communication briefness should not be accepted. Although one would expect that English as a working language on board would enhance understanding but it does not necessarily happen at sea because English proficiency level of crew members is different.

There are some features of good communication. In our opinion, such ones as closed-loop communication and challenge and response are of a great consideration for seamen. When repeating the orders, a seaman should ensure that they are well understood. In this way closed-loop communication is realized. A seaman should always assess the order to make sure that it makes sense and then observe to reassure himself that it is completed. When realizing challenge and response concept seamen must be ready to accept and consider reasonable challenges from other crew members. At the same time, seamen have to be alert to what is happening, and be prepared to speak up if they spot an error.

Based on the foregoing, it is worth to state that flexibility, cooperation, adaptability and tolerance are included in soft skills. Thus, neglection of the rules of life on board a ship will bring argues and spending time for needless conflict solution.

Having a cross-cutting feature soft skills are viable for seamen to give them a positive contribution to both their professional performance development and company development they work for.

Moreover, any seafarer can't work properly without performing those rules. So, a good ship manager must provide effective performing of workload without offending anyone and give maximum attention to crew teambuilding and creating positive atmosphere.

On the basis of the above arguments, we define soft skills as personal attributes and personality traits that enable seamen to possess situational awareness, interact effectively and build good relationships with other crew members, be successfully socialized and create comfortable working atmosphere.

In our opinion, maritime higher education institutions should provide the students with a broad range of professional knowledge as well as interpersonal skills to respond quickly to changes of the global maritime industry. Thus, equipping future seamen with hard skills is not enough for their further successful professional performance, career progression and life long-term learning.

In this context, the teacher's role is irreplaceable in terms of providing well-designed and targeted training to shape the students' personal attributes and professional qualities as an inextricable connection between soft and hard skills is obvious.

Conclusions. Finally, seafarers face transformations within the maritime sphere so they become the most vulnerable to the impacts of all the changing factors at the labour market.

We can reasonably confirm that seamen are requested growing adaptability, flexibility, self-organization, and tolerance to have a chance of vital opportunities for communicating and interacting without friction on the ships. In modern world professional development of a seaman does not only depend on his special qualifications needed for a particular job but in most cases it depends on soft skills that enable him to be more competitive at the maritime market.

This work could be used to continue a deeper investigation on importance of soft skills categories and soft skills development as a key factor for successful communication of seafarers on board. In this way, it would be possible to meet maritime labour market requirements focusing on the needed seafarers' competencies requested nowadays.

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РОЗВИТОК М'ЯКИХ НАВИЧОК ЯК ЗАСОБУ ЕФЕКТИВНОГО СПІЛКУВАННЯ МОРЯКІВ

У статті обґрунтовується важливість розвитку м'яких навичок, оскільки вони повинні використовуватися моряками для ефективного спілкування.

Авторка підкреслює, що через те, що сучасна морська індустрія змінюється, їй потрібні фахівці, які володіють професійними компетенціями, зокрема розвиненими м'якими навичками, щоб відповідати вимогам швидкої трансформації морської сфери.

У статті описані такі риси, необхідні для ефективної командної роботи на суднах, як: взаєморозуміння, комунікабельність, позитивна атмосфера, професіоналізм, розвинені міжособистісні навички, адаптивність.

Авторка проаналізувала публікації деяких дослідників щодо твердих та м'яких навичок та резюмувала, що обидва типи навичок покращують командну роботу на суднах. Зазначено, що м'які навички використовуються для покращення стосунків між моряками на суднах.

Особливу увагу приділено спілкуванню моряків як величезному ресурсу та інструменту для діяльності, порозуміння та співпраці. Підкреслено, що у змішаному екіпажі спілкування стає важливішим, оскільки члени екіпажу по-різному розуміють повідомлення. У статті проаналізовано такі особливості успішної комунікації, як замкнута комунікація та концепція виклику та відповіді. На думку авторки, ці особливості важливі для моряків, оскільки вони повинні завжди бути напоготові та виправляти помилки, які помічають. Щоб взаємодіяти без будь-яких конфліктів і особистих зіткнень, моряки повинні дотримуватися правил співпраці, толерантності, взаєморозуміння, а також бути гнучкими та адаптивними.

Акцентовано, що, оскільки існує нерозривний зв'язок між твердими та м'якими навичками, заклади вищої морської освіти повинні забезпечувати здобувачів освіти добре спланованою та цілеспрямованою підготовкою, націленою на розвиток особистих якостей та професійних навичок. Роль викладача в цьому значуща.

Ключові слова: комунікація, м'які навички, моряки, ефективність, розвиток, гнучкість, толерантність, адаптивність, співпраця.

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ОРГАНІЗАЦІЙНО-ПЕДАГОГІЧНІ УМОВИ РОЗВИТКУ МЕДІАКУЛЬТУРИ МАЙБУТНІХ ПЕДАГОГІВ

У статті розглянуто особливості формування медіакультури майбутніх педагогів в процесі їх професійної підготовки. Визначено сутність ключових категорій проблеми «медіаосвіта», «медіакультура» та виявлено їх зміст в нормативно-правових документах та науковій літературі. Медіаосвіту охарактеризовано як частину освітнього процесу, спрямовану на формування в суспільстві медіакультури, підготовку особистості до безпечної та ефективної взаємодії із сучасною системою мас-медіа, включаючи як традиційні, так