THE INFLUENCE OF FOLKLORE COMPETENCE FORMATION ON THE PROCESS OF PROFESSIONAL TRAINING OF FUTURE CULTURAL STUDIES SPECIALISTS

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Folklore studies is a branch of science that studies folklore, i.e. oral traditions, customs, songs, fairy tales, proverbs, legends and other forms of folk art. Competence in folklore studies involves the skills and knowledge necessary to understand, analyze and interpret folklore.

The core competence of a folklorist is to research and understand various forms of folklore. This includes studying the context in which the works emerged, the historical circumstances that influenced their emergence and development, and identifying connections with culture, language, ethnicity, and other aspects of people's lives.

A folklorist should have knowledge of research methods that allow collecting and analyzing folklore materials. These can include oral interviews with folk artists, recordings of songs and fairy tales, archival documents, literary sources, and much more. Competence in folklore studies implies the ability to collect, systematize and analyze such materials, distinguish between types of folklore, and identify its features and patterns.

An additional competence of a folklorist is the ability to interpret and explain the meaning of folklore. This means understanding the symbolism, metaphors, and imagery used in folklore and the ability to explain their meaning in the context of culture and society. A folklorist should be able to uncover the different layers of meaning and interpretation contained in folklore and explain their significance to the people who created the folklore.

Folkloristics competence also implies the ability to communicate the knowledge and results of one's research to a wide audience. This can be done through publications, lectures, conference presentations, or other means of scientific communication. A competent folklorist knows how to tell about folklore traditions in a clear and accessible way, to attract the attention of the public and
make them interested in studying folk culture.

Thus, folklore competence implies the knowledge, skills and abilities necessary to research, analyze and interpret folklore, as well as the ability to communicate their results to the public. This competence is important for the preservation and understanding of the cultural heritage of peoples and the development of the humanities.

Folklore competence also involves the transfer of knowledge, skills and abilities to students. Universities and educational institutions in folklore and ethnology provide students with the opportunity to learn about the theoretical foundations of folklore and practical research methods.

The main goal of knowledge transfer in folklore studies is to teach students to understand, analyze, and interpret folklore materials. Students study the theory of folklore, the history of folklore, methods of collecting and researching folklore, and learn different types of folklore genres, which include fairy tales, songs, proverbs, ritual texts, and other forms.

Students are also given practical skills in collecting and documenting folklore materials. This can include conducting interviews with folk artists, recording folklore performances, organizing expeditions to the area where the sources of folklore are located, and analyzing the collected materials.

The students also gain practical skills in archival work, research, and writing scientific articles and reports. They learn how to analyze and interpret folklore texts, conduct research, and study the context and meaning of folklore materials in a particular cultural context.

In addition, students study the ethnic culture and history of the peoples with whom folklore is associated. This enables them to understand the broader context of folklore traditions and their role in shaping cultural identity.

Thus, folklore competence includes the transfer of knowledge, skills and abilities to students to understand, analyze and research folklore. This contributes to the preservation and popularization of folk culture, as well as the development of the scientific field.

Folklore is an integral part of the cultural heritage of every nation. The study of folklore in the modern world is of great importance for the preservation and understanding of cultural traditions and national heritage. Folklore competence is an important aspect of training future cultural studies majors, as it allows them to broaden their cultural horizons and understanding of the socio-cultural context.

Folklore competence implies the ability to recognize, analyze and interpret various folklore phenomena, such as folk poetry, music, traditional rituals and customs. It includes knowledge about different types of folklore, its historical context, and the ability to apply this knowledge to research, analyze, and popularize folklore.

The importance of developing folklore competence in the process of professional training of cultural studies specialists

The development of folklore competence in future cultural studies scholars is essential for their professional activities. The main aspects that emphasize the importance of this competence include:

Expansion of cultural background: The study of folklore helps future cultural studies majors to understand the traditions, values, and worldviews of different
peoples. This broadens their cultural horizons and enables them to work with diverse cultural groups.

Folklore competence is developed through the study of folklore and its perception as a cultural phenomenon. The main factors contributing to the formation of folklore competence include the following aspects:

Theoretical training: Students are introduced to the basic concepts, methods and theories of folklore studies. They study different types of folklore, such as folk tales, songs, legends, signs, etc. The theoretical framework provides students with an understanding of the nature and significance of folklore as an important component of culture.

Practical skills: Students get the opportunity to study and analyze specific folklore materials. They learn methods of collecting, systematizing, archiving and researching folklore. Students participate in field research, record folk songs, fairy tales, or folklore stories. These practical studies help students develop skills in analyzing and interpreting folklore.

Cultural perception: The development of folklore competence involves the development of cultural perception. Students study folklore in the context of culture, including history, social and cultural significance. They understand that folklore is an important element of a people's identity, conveying their values, traditions and collective experience.

Communication skills: Folklore competence also involves the development of communication skills. Students learn how to interact effectively with folklore materials and other professionals in the field of folklore studies. They are able to argue their research, present the results of their work, and communicate with the community engaged in the study of folklore.

Folklore competence is developed gradually through a combination of theoretical study and practical research. An important part of this process is the active participation of students in folklore groups, seminars, and scientific conferences, which allows them to exchange knowledge and experience with other experts in the field.

Studying the socio-cultural context:
- Folklore is an important source of information about the socio-cultural context of a particular era. Understanding folklore allows cultural scholars to gain unique insights into the lives and values of peoples of past eras.

Development of research skills:
- Folklore competence involves the ability to conduct research, analyze and interpret folklore materials. This contributes to the development of research skills of future cultural scientists and helps them to conduct high-quality research in the field of folklore.

Popularization of folklore:
- Folklore competence allows future cultural studies scholars to effectively popularize folklore among a wide audience. They have the necessary knowledge and skills to create attractive presentations, exhibitions and other forms of folklore activities.

In the process of professional training of future cultural studies scholars, various methods can be used to develop folklore competence. These include:
Teachers have the opportunity to study the basic concepts and theoretical aspects of folklore through lectures and seminars. This allows students to acquire theoretical knowledge and understand the importance of folklore for cultural practice.

Examination of various folklore materials, including folk songs, fairy tales, legends, etc., allows students to acquire practical skills in analyzing and interpreting folklore. Practical classes also contribute to the development of students' creative abilities.

The organization of excursions to folk museums, village museums, and field studies allows students to immerse themselves in a living folklore context. They have the opportunity to observe and study folklore traditions in their natural environment.

Research projects:
- Students can participate in research projects aimed at studying folklore. This allows them to apply the acquired knowledge and skills in practical activities and develop their creativity.

**Conclusion.** The formation of folklore competence is an important stage in the process of professional training of future cultural studies scholars. It helps to expand their cultural background, develop research skills and popularize folklore. The use of various methods, such as lectures, practical classes, excursions, and research projects, contributes to the effective formation of folklore competence in students. Acquiring such competence prepares future cultural scientists to work with folklore and allows them to successfully fulfill their professional tasks.

**References:**