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**Social and professional values of students as a factor in her artistic and personal development**

Deals with modern features and trends shaping values of students as a factor of its creative and personality development. Based on the realities of our time and the modern requirements of the process of education of students, defines the socio-professional of values. The study identified and trends that suggest that, in the study of occupational choice students in high schools and colleges it is necessary to study more deeply the different combination of objective and subjective factors of professional choice of modern students.

Experimental way, you revealed the dynamics of professional choice of students in vocational schools and count Ledge shows the role and importance of values influencing this choice. Emphasizes the special role of the teacher in the formation of personal creative development . It is argued that the socio-professional values of students, acting as a factor of its creative and personal development necessitate problem solving in several areas, in particular: - study in depth the real political, economic and social situation, which affects the development of modern youth - identify and analyze the specifics of the formation of social and professional values of a young man at all stages of its formation: - impregnated with young people's information culture for the purpose of minimizing the risks of the Internet, reducing its negative impact on their mind - to teach them to learn preparedness STI world with a judicious combination of natural and humanitarian knowledge, - to seek ways of transition to active learning based on the type of search and creative activity of pupils, including design, engineering, forecasting with emphasis on their creativity – to maximize the opportunities of the cultural development of the people , the growth their morals and high moral qualities - use the practice- oriented training of the teacher for help in the present situation.

Solving problems spiritually-moral development of the personality, we are increasingly faced with the necessity of education of active, creative, thinking

personality having not only a certain amount of knowledge, for their own enjoyment from the acquisition of new knowledge, but also developed value-semantic sphere, able to self-control, self-realization and self-improvement, responsible, ready for continuous education, able to make their own decisions, motivated to innovative behavior, resistant to frustration, the man of culture – the subject of the society of V. A. Sukhomlinsky said in this regard: "Every moment of the work that is called education is the creation future and looking to the future".

For more than a decade ago in studies conducted by a team of scientists laboratory of socio-professional formation of competitive working ip to RAO, noted: "currently, the society is undergoing this kind of radical social change, the socialization and professionalization of youth in its social, cultural and professional development inevitably introduces new and far from simple issues that require your reflection and practical action. These actions should also provide for the formation of a new socio-professional values of students. the establishment in our country of new economic mechanisms in the last ten years have marked a number of conflicting trends leading to degradation initial vocational education of youth. They objectively arise because of the deep, the essential inconsistency between the development of the system initial professional education, aimed at the Soviet times, the formation of a narrow professional employee, and the real needs society, market economy, multilateral, multilevel, mobile the professionalization of all segments of Russia's population". In addition, it was noted during the transition our society to a market economy in the socialization of adolescents, there is a series of new phenomena:

- first, the dramatically changing social and professional values in society and youth. In place of the previously resistant to traditional values like: study and work for the good of society, commitment, companion, strengthening collectivism, avoiding excessive and unearned material well-being, etc. come new moral compass;

- secondly, new social changes and values are in an embryonic state. They are still very far from the acquisition of regulatory criteria;

- thirdly, changed and methods of socialization. if early socialization of youth took place mainly under the auspices of the adult generation sticking to the stable,

over the years developed values, the effect of all species are now weakened due to the fact that they are themselves subject to social changes, fluctuations, utracka, stress;

- fourth, expanding orientations affect social self-determination young people in the direction of increasing individualization, as their aspirations and ways of their implementation;

- fifth, the socialization process is increasingly linked to training, and the level of potential and actual competitiveness of the individual is his core because of market economic conditions dramatically increase requirements for professional and business qualities of employees.

Based on the realities of our time and modern requirements to the process of education of students, give the definition of socio-professional values. socio-professional values is the most significant and useful for individuals, groups of people, society professional values asserting themselves in the selection and training in manufacturing employment, on the precondition of excellence, high the professionalism and competence".

*Key words:* social and professional values, the Internet, socio-cultural environment, the dynamics of occupational choice, the role of the teacher.