

MCDONALDIZATION OF SOCIETY THROUGH THE PRISM OF EDUCATION

Anzhelika Barzeeva

OmSU named after F. M. Dostoevsky, Omsk, Russia

Not everyone thinks about how consumption mechanisms affect our lives. Most people think of McDonaldization as the only fast food corporation of the same name. But it is worth realizing that McDonaldization is a process based on the principles of efficiency, predictability, predictability, and control, thanks to which the organization achieves success. Our life is not consumed by giant burgers with a double portion of fries, but by substituting quantity for quality. Nothing less than quantification dominates the modern healthcare system, education, sports, politics, and even television.

Now the theory of McDonaldization has the greatest acceptance among other theories of postmodernism because this idea is easy for even an unprepared reader to understand since the McDonald's fast-food chain introduces everyone to an improved lifestyle.

Material and methods. The study uses an institutional approach to identify the causes of this problem. It was found that the modern education system is undergoing significant changes. According to the proposed position, the failure of the ongoing reforms is due to imperfect communication between the authorities, the institution of education, and society. When accepting new trends in the development of education, most of the requirements of specialists in this field are not taken into account, which causes an increase in ambiguity and deterioration in the quality of education.

Findings and their discussion. I. N. Sidorenko notes that «McDonaldization is a process during which the principles of a fast-food restaurant are beginning to define an increasing number of spheres of both American society and the rest of the world ... McDonaldization affects not only the restaurant business but also education, labor, healthcare, tourism, recreation, food, politics, family relations and virtually every other segment of society». McDonaldization trends are spreading rapidly in society, covering all its spheres.

J. Ritzer identifies the features of McDonaldization in education, analyzing its changes [1]. He assumes that the main thing for modern education is the number of students (the author equates them with products) who can be guided through the training system, completely oblivious to the quality of the knowledge and experience gained.

An important sign of McDonaldization in education is the emergence of organizations whose purpose is to issue numerous meaningless degrees that should contribute to the successful employment of their clients.

Education includes not only teaching and learning but also research and publication. The «publish or die» approach in McDonaldized universities has more negative consequences than positive ones. The main ones are the workflow of low quality and the desire to publish the results in advance without publishing the work itself. Ratings of works by format and place of publication also do not allow to correlate quality with quantity. This raises doubts that the quality of the work that a certain professor could write all his life can be represented as one number.

Many researchers have wondered whether McDonaldized education is suitable for Russia. The main manifestation of this trend is called the introduction of the USE and testing in general, as the main form of knowledge control [4]. Disputes about the cancellation or the need for the USE do not subside until now. One of the main arguments in support of this control instrument is the demand for democratization and accessibility. The Unified State Exam allows students to be assessed impartially and objectively, which, in turn, reduces the rates of corruption when entering universities [6]. But it should be understood that such «democratization» is standardization to the detriment of the quality and opportunities for the development of the individual and unique abilities of the student. Testing is directly related to performance, as it replaces lengthy exams. Thanks to the tests, both teachers and students have more free time, and this is a plus. However, this examination technique does not imply a test of in-depth knowledge, but the mastering of the technique itself by an answer, without which even the most well-read person is not able to pass the exam successfully [7].

Conclusion. Two reasons can be identified for the McDonaldization of higher education. The first is associated with the transformation of education at all its stages from the foundation of human culture into an object of consumption. In other words, the relationship between teacher and student is analogous to that of a seller and a buyer. The second reason follows from the first and argues that the corporate governance model is the model for the management of higher education institutions. In particular, we are talking about the separation of such functions as management, scientific, and teaching (by analogy, McDonald's managers are not required to be able to make burgers).

Speaking about the consequences of the McDonaldization of higher education, many experts note the formal attitude of both students and teachers to the educational process in general. A result-orientation is also a consequence of this trend. The desire to successfully pass the session and get a diploma for students is often more important than gaining real knowledge, and this cannot but disappoint.

1. Ritzer, J. McDonaldization of Society 5 / J. Ritzer. – Moscow: Praxis, 2011. 591 p.
2. Habermas, Yu. M. Weber's theory of rationalization // Sociological Review. Volume 8. – 2009. – 3. P. 37-60.

3. Nikitin, A.P. McDonaldization of higher education // Ideas and ideals. – 2018. – 3, vol. 2. – P. 221-232.
4. Filippov, R. I. Macdonaldized Education: Is It Suitable for Russia? // Sociology of education. – 2009. – 4.
5. Tkhaqapsoev, Kh. G. On the Paths to Mirages? (to modern strategies for the development of education in Russia) // Higher education in Russia – 2012. – 7. P. 21-29.
6. Kalinina, N. N. Transformation of the idea of the university: challenges of time and responses of the academic community // Economics of education. – 2012. – 4. P. 13-29.
7. Miroshnikova, O. Kh. Commercialization of higher education as a factor of replenishing the general scientific terminosphere of university discourse // Scientific dialogue. – 2015. – 9 (45). – P. 84-99.

PROFESSIONAL IMAGE OF A MODERN TEACHER

Anastasia Grigorchik, Elena Shmidra

VSU named after P.M. Masherov, Vitebsk, Belarus

Today, the study of the teacher's image problem is relevant. Improvement of education inevitably leads to changes and updates in the qualification settings and qualification characteristics of modern teachers, the Central place in which is occupied by General and special, pedagogical, professional competencies, which later serve as the basis for the effective functioning of the teacher. Well-known foreign researchers V. A. Sukhomlinsky, V. I. Pisarenko, I. V. Chernokozova studied and analyzed the activity of the teacher's image from the beginning of its formation to the end of the pedagogical process. We came to the conclusion that the problem of developing the image of a teacher becomes particularly important in any period [1].

Material and methods. The study was conducted on the basis of State Educational Institution «Novopolotsk Secondary school No. 11». The total number of the respondents was 20 participants: 20 teachers ranging in age from 24-43 years. To achieve the research goal, the following methods were used: the study and analysis of psychological, pedagogical and methodological literature, the study and generalization of psychological and pedagogical experience, the method "Your image" by M. G. Podoprigora.

Findings and their discussion. The problem of the teacher's image as the subject of the problem has the most modern practical and theoretical significance, which takes place in all spheres of our society. The concept of the image of not only the teacher, but also other equally important areas of practice, such as social institutions, educational institutions advertising, marketing, etc. Today, experts in various fields are developing the problem of image as a factor of competitiveness. Since the formation of the professional image of a modern teacher, it has been of great importance in all spheres of life and meets the needs of people, solving pedagogical problems [2].