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**SYSTEM OF METHODS FOR PUBLIC RELATIONS SPECIALISTS TRAINING: POLISH EXPERIENCE**

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*Methodical features of public relations specialists training at higher educational institutions in Poland of the period 2012–2016 have been considered in this article. It has been established, that PR professionals are being educated in both state and private higher schools, including many universities of Top-20 Polish higher educational institutions, at both 1st and 2nd qualification levels of the educational system, and also at postgraduate courses. There were common full-time study, as well as various types of part-time, distance learning.*

*The structure and system of the educational process have been built in accordance with the requirements of modern teaching methods for higher educational institution. The content of training, the selection of subjects for educational process was common for 70-80% educational programs for PR specialists, while the remaining subjects were caused by the peculiarities of educational field of study, by the belonging of the program to certain educational direction, within which this program had been created and operated. It has been found out, that there were 9 such fields of study programs, for 1st and 2nd educational levels, and 10 for postgraduate programs. Accordingly, despite the standard positioning of planned professional competencies as those which would allow graduates to be versatile expert in public relations, some of the analyzed universities preparing specialists with a clear bias towards the related specialty, of a “parent” specialization, which is connected with scientific and methodological features of the institution and the field of study program. It has also been determined in the article, that the proportion of practical training was much higher than the share of tradition lection classes, and a distinct tendency to gain professional orientation was a prominent feature of Polish system of PR specialists training. The areas for further development of the topic are designated in the article.*