

ABSTRACTS

UDC 373.2.015.31:33

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CURRENT STATE OF TRAINING BASICS OF CONSUMPTION CULTURE IN PRESCHOOL CHILDREN IN THE PRACTICE OF KINDERGARTENS (ON THE BASIS OF ANALYSIS OF EDUCATIONAL WORK PLANS)

The main factor in the formation of cultural identity in consumption is the social group in which children are raised, and the socio-economic values that prevail in it. Consumer behavior of other members of this group becomes a role model that can have a stimulatory effect, both positive (e.g., the pursuit of sustainable consumption together with the others), and negative (for example, the desire to surpass the level of consumption of the others). Therefore, timely attention and positive example of the surrounding adults help educate the children in their value relations to commodities, instilling in them competent consumer behavior skills.

The article presents an analysis of the current state of work on developing consumption culture among senior preschool children in the practice of pre-school educational institutions. Material analysis of annual work plans and timetables for preschool educational work of caregivers with children under school age is given. The features of scheduling methods and techniques, forms of economic education of preschool children in general and foundations of consumption culture in particular are discussed.

The analysis of educational annual work plans of the preschool educational institutions and work schedules of educators in preschool age groups has shown the need for in-depth work in the direction indicated. The issues of educating the basics of consumption culture are not reflected in the content of educational work of teachers and are only sporadically addressed. In the article certain aspects of cultural consumption are considered in the context of economic, environmental, and moral education.

The prospects for further scientific research are in creating an experimental model of educating consumption culture basics in children of the senior preschool age in the conditions of interaction between pre-school educational institutions and family.

Key words: basics of consumer culture, economic education, children under school age, forms, methods and techniques.