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ESSENCE AND ELEMENTAL COMPOSITION OF ECONOMIC CULTURE OF SPECIALIST

In the article it was reviewed the actual problem of formation of economic culture of the modern professional, which includes not only the synthesis of past and present experience of generations, but also future needs and goals of future development.

In a research it was defined the place of economic culture in a structure of the general culture. It was considered such concepts as «culture», «economic culture of specialist»

In particular, it is stated that the term «culture» most scientists consider as an interdisciplinary, scientific concept and interpret relying on different approaches: structural – active that defines culture as a specific way of human activity; personal, according to which culture is defined as process of development of essential powers of person; axiological that defines culture as a system of values.

Economic culture is defined as an integrated concept, the process of combining economic and social aspects of human activity. On one side, it acts as a component of the general culture of the society, such kind of culture which is based on economic activity (practical, financial, marketing, etc.) – qualitative component of economic life of society, that is determined by historical, socio-economic and political conditions; on other – is the spiritual sphere of person, his generalized characteristic, which is part of the general culture of personality and defines the parameters of its relationship with the social institution of the economy, the level of economic development and social economic activity, the ability to apply economic knowledge in practice.

The main functions are performed by the economic culture include: ideological, stimulating, broadcasting, selective, innovative, communicative, normatively –regulative, integrative, cognitive and applied.

It was determined elemental composition of economic culture of specialist, that is: economic consciousness (economic knowledge, economic thinking), economic

ability and skills, economic experience, economic values and norms, economically significant qualities of personality.