**Kostiantyn Fendrikov. Popularization in the press of higher pedagogical education institutions of advanced pedagogical experience as a condition for realizing professionally-pedagogical potential of university newspapers**

In the present article special attention is focused on the importance of implementing competence-based approach to teacher training in higher pedagogical education institutions. The author of the paper has revealed the university press potential to provide high quality pedagogical training of future teachers. It has been proved that professionally-pedagogical potential of newspapers and magazines of higher pedagogical education institutions will be realized more fully if advanced pedagogical experience is popularized on the pages of print media.

One the basis of the analysis of psychological and pedagogical literature, scientific approaches to interpreting the concept “advanced pedagogical experience” have been defined, its types (research, rational, innovative) have been characterized, the significance of advanced pedagogical experience has been revealed in terms of discovering, studying, generalizing and disseminating.

The ways of popularizing (disseminating) advanced pedagogical experience, by means of the press in particular, have been outlined in the work. It has been proved that the press of higher pedagogical education institutions has considerable potential for spreading information on advanced education experience among future teachers. This is achieved through providing in the press of higher learning institutions interesting facts about characteristic features of the teaching profession; specific examples from teachers’ professional life; scientific and practically valuable conclusions, recommendations, guidelines which are aimed at setting the ideal image of the educator for future teachers to follow; materials dedicated to pedagogical legacy of prominent educators of the part and present as well as publications dealing with the activities of pioneers in education; results of scientific-practical conferences, roundtable discussions, meetings with practicing teachers and pedagogues engaged in science which are devoted to finding ways of optimizing the educative process in higher and secondary schools; new findings in the realm of educational technologies, teaching methods, forms, means of education and upbringing.

Compliance with the abovementioned conditions will contribute to arousing future educators’ interest in the teaching profession, deepening their theoretical and practical knowledge.

**Keywords**: press, higher education institution, advanced pedagogical experience, popularization, pedagogical condition.