

**PEDAGOGICAL FOUNDATIONS OF FORMING PROFESSIONAL INTEREST
IN SPECIALIZATION IN HIGHER EDUCATION***Duruskari G.*

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The ways of forming students' interest in their specialization in higher education institutions have become one of the most pressing problem areas seeking solutions in recent years. This issue requires an approach shaped by the country's current socio-economic conditions. It is essential to emphasize the significance of a given specialization within the country and to demonstrate its value for society in this context. The main responsibility throughout the process lies with the instructor teaching the specialization. This refers specifically to how professionally the instructor masters the field, how effectively it is taught, and, in short, how fully the essence of the specialization is conveyed to the student. Genuine practical outcomes play a highly effective role here. The practical results achieved by students shape their conscious attitude toward the subject and once again confirm that practice serves as a criterion of truth for the theories presented. This process also forms a knowledge base for forecasting future professional activity.

One of the ways to make a specialization engaging is to explore its different directions and present them to students. Narrowly defined specializations tend to be less interesting. This creates opportunities for choice and supports diverse activities. At the same time, it is crucial to create opportunities for students to envision themselves in such specialization in the future. This can be achieved by highlighting their abilities, emphasizing their potential to achieve higher results, and providing high-quality guidance.

Student's psycho-social characteristics also play a pivotal role in forming interest in a specialization. Thus, students must be prepared for various failures related to their chosen field. The path to success passes through failure. This idea should be accepted and demonstration of patience and determination along the way is sufficient. To convince students of the motivating power of the desired outcome, organizing meetings with real professionals is also important. Such interactions foster self-confidence and strengthen commitment.

A specialization must meet the demands of the time. There should be opportunities to apply technology to solving societal problems. These opportunities indicate the perspective of specialization. When it becomes a trend, it requires the presence of innovations in the field, which in turn makes it more appealing.

In addition to the factors mentioned above, interest in a specialization also depends on its emotional promotion and perception. It should be promoted through concrete, real facts, which generate interest and make it attractive. As a result, students begin to envision themselves in this field, believe in their ability to succeed, and feel the significance of the specialization.

Overall, efforts to develop interest in important and relevant specializations today focus on solving social problems and are considered a priority.