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CHANGES IN LIBRARY AND INFORMATION SCIENCE SPECIALIST TRAINING IN RESPONSE TO CURRENT CHALLENGES

Abstract. The abstract highlights the need to review educational and professional programmes for training library specialists. This necessity arises from the evolving role of libraries in contemporary society and the expanding range of services they provide. The author proposes integrating new educational components into the curricula for future library, information, and archival specialists. These additions will enable future library professionals to optimise the performance of both traditional and novel professional tasks, interact more harmoniously with visitors, foster their comprehensive development, engage in grant activities, and effectively promote library institutions.

Keywords: educational and professional programme, libraries, library professionals, professional competencies, skills, knowledge, educational components.

In light of globalisation, intensified European integration processes, and the rapid advancement of cutting-edge information technologies, the role of library institutions has been significantly transformed. Consequently, libraries have evolved into polyfunctional cultural hubs offering a broad spectrum of services to visitors across diverse age and social demographics. By promoting not only reading but also self-development and lifelong learning, contemporary libraries have emerged as venues for self-expression, socialisation, and professional and personal growth.

As a result, the focus of library activities has shifted. Specifically, there's a clear emphasis on improving reader services, organising events, thematic sessions, and workshops, strengthening grant activities and partnerships (including international cooperation), promoting libraries in the media, increasing the proportion of philanthropic activities within libraries, and enhancing the patriotic component of their operations. These transformations in library activities call for new qualification requirements for specialists in library, information, and archival affairs. This underscores the relevance of our research, which is dedicated to outlining pathways for updating educational and professional programmes in specialty B13 'Library, Information, and Archival Studies'.

The professional training of library staff has been addressed in the works of Ukrainian and international scholars [1, 2, 3, 4, 5, 6, 7, 8], which describe the competencies in demand and propose various types of training and professional development courses. This paper will consider the training of library staff in universities, which involves not only updating existing educational components but also introducing new ones into the curriculum. This refers to both compulsory disciplines (provided they align with the learning outcomes defined in current training standards) and an expansion of elective courses, allowing for a flexible response to current labour market needs.

The educational component «**Cutting-Edge Technologies in Library Operations**» is pivotal for equipping future specialists with a comprehensive set of theoretical knowledge and practical skills. This discipline will enable students to leverage artificial intelligence services to optimise library processes, including cataloguing, providing personalised recommendations to users, and analysing data on collection usage. Furthermore, significant attention will be dedicated to the study of contemporary software, an integral part of the effective functioning of any modern library.

The academic course «**Copyright and Intellectual Property Protection**» will provide future library professionals with a profound understanding of the legal frameworks governing the use of information resources in the digital age. This will enable them to make informed and well-reasoned decisions regarding collection development, document access, digitisation, and dissemination, thereby minimising the risks of violating relevant legislation. Such an approach will foster a sustainable culture of respect for both one's own and others' intellectual property among library users, which is crucial in the context of global information exchange.

The educational component «**Event Technologies**» will expand the capabilities of library professionals in organising and conducting a diverse range of events in contemporary formats – from online lectures and webinars to large-scale cultural festivals. By mastering this discipline, students will learn to develop event scenarios considering themes, target audiences, and available resources, thereby enabling libraries to transform into active cultural and educational centres.

The academic course «**Project / Grant Activity**» focuses on mastering a comprehensive toolkit for the successful initiation, development, and implementation of projects. Through grants, libraries can modernise their infrastructure, broaden the scope of their services, attract new users, and strengthen their role within society.

The elective academic course «**Time Management**» is fundamental for developing effective activity planning skills, rational time allocation during events, and developing skills in punctuality and organisation. This is critically important in the multitasking environment of the contemporary library.

The integrated study of the elective educational components «**Expressive Reading**» and «**Public Speaking**» will equip future librarians with a powerful arsenal of communication tools. These skills will contribute to the successful realisation of the library's educational, cultural, and socio-cultural functions, as well as to the formation of a positive image of the library professional as a competent specialist.

The elective educational components «**Basics of Pedagogical Excellence**» and «**Developmental Psychology**» will enable the effective delivery of lessons, master-classes, and interactive events for users of various age groups and social backgrounds, by adapting content and methodology to their specific needs.

The knowledge and skills acquired from the elective academic courses «**Decorative Arts**» will assist future library professionals in the creative design of exhibitions, conducting masterclasses, and the organisation of charity events. This will contribute to audience engagement and the creation of a comfortable aesthetic environment.

The elective educational component «**Imagology**» will provide a profound understanding of the processes involved in the formation, maintenance, and correction of the image of library institutions. Mastering key imagology concepts will facilitate the identification and analysis of a library's image components, foster public relations, enable the forecasting and minimisation of reputational risks, and enhance the personal reputation and authority of librarians.

The elective academic course «**Marketing in Library Activities**» equips future library professionals with effective tools for developing and implementing successful marketing strategies to promote library services, resources, and products to target social groups. This will enable libraries not only to satisfy but also to shape the demand for their services.

The elective educational component «**Social Media in Business**» provides an understanding of the operational principles of social media as a powerful instrument for communication, marketing, and audience engagement, promoting diverse library activities within the digital network.

The elective academic course «**Basics of Blogging**» will equip students with practical skills for creating high-quality, relevant, and engaging content to capture audience attention in the digital environment. A blog serves as a platform from which librarians can share knowledge and experience, thereby enhancing their professional authority and promoting the work of libraries and their role in society.

The elective educational component «**Web Design**» will provide future library professionals with fundamental knowledge and skills in website creation and maintenance, which is a key element of a library's online presence. This component will also furnish them with the tools for professionally creating and processing relevant images for all types of informational materials.

The introduction of the elective educational component «**Basics of Financial Literacy**» will assist in mastering the skills required for calculating library budgets when procuring literature and materials for workshops and arranging exhibitions. This will ensure the rational and responsible utilisation of resources.

Furthermore, it is crucial to underscore the increasing importance of foreign language proficiency among library staff. Such knowledge is particularly vital for the effective functioning of literature processing departments, the successful implementation of grant activities, the delivery of courses for visitors, and the moderation of events involving international guests. This highlights the need to increase dedicated hours for English language study at university, alongside the introduction of business communication

courses in other languages into the curriculum. This is particularly relevant for «Business Polish» given the ongoing integration processes and the geographical proximity of Ukraine and Poland.

The modernisation of educational and professional programmes within the Speciality B13 'Library, Information, and Archival Studies' through the introduction of new educational components represents a crucial step in preparing competitive specialists. This comprehensive approach will enable graduates to acquire not only profound theoretical knowledge but also practical skills that are aligned with the contemporary challenges of the information society and the demands of the digital economy. The integration of cutting-edge technologies, knowledge of legal aspects, the development of communication and management competencies, and an in-depth study of foreign languages will empower future librarians to carry out their professional tasks effectively. This will transform libraries into appealing cultural hubs and centres for personal development. In turn, this will contribute to elevating the prestige of the library profession and strengthening the role of libraries as key institutions in fostering educated and responsible citizens.

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