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MOTIVES FOR CHOOSING A PROFESSION IN HIGH SCHOOL AGE

At the present stage of development of society, the choice of a future profession is one of the most important stages of the process of professional self-determination. The main component of making a decision about choosing a profession is the motivational basis. The problem of professional motivation is currently gaining special importance, since the attitude to the future profession and correct and effective motivation are extremely important factors that determine the success of its choice and the formation of a person as a full-fledged member of modern society.

The problem of motivation is one of the most acute in high school age, since it is always considered as a starting point in the professional development of a person. As they grow older, with the gradual complication of the motivational sphere, the interests of adolescents begin to acquire greater depth and stability, and some of them take on the character of a persistent hobby [3]. At the same time, as Heckhausen wrote: "there is hardly another such vast field of psychological research that could be approached from such different angles as the psychology of motivation" [1].

The purpose of the research is to study the peculiarities of motives for choosing a profession by high school students. The object of the study is the motives for choosing a profession, and the subject, respectively, are the features of the motives for choosing a profession in high school age.

Two methods were used in the course of the study: "Motives for choosing a profession" by S. Grinshpun, "Motives for choosing a profession" by R. V. Ovcharova [2].

The study of the motives for choosing a profession was conducted on the basis of Gymnasium No. 20 of Minsk. It was attended by students of grades 9-11 in the number of 44 people.

The analysis of the results of the study of the motives for choosing a profession according to the methodology of R.V. Ovcharova is given in the table.

Table 1. Distribution of high school students by dominant motives for choosing a profession (person/%)

№ p/p	Motives for choosing	a.v.	%
1	Internal individually significant motives	29	65.9
2	Internal socially significant	11	25
3	External positive	4	9.1
4	External negative	0	0

This table indicates that the majority of the surveyed high school students (90.9%) have internal motives as the leading motives, individually or socially significant, which indicate internal motivation as a need of the person themselves, on its basis a person works with pleasure, without external pressure and most often chooses a profession that will bring satisfaction, i.e. a person enjoys the process of performing work due to its creative nature, communication, etc.

The results of determining the leading motives for choosing a profession by S. Grinshpun are shown in the table.

Table 2 - Distribution of high school students according to the leading reasons for choosing a profession (person/%)

№ p/p	Motives for choosing a profession	a.v.	%
1	Prestige of the profession	1	2.27
2	Material well-being	12	27.27
3	Business character	21	47.73
4	Creative realization in work	10	22.73

47% of respondents indicated the "business nature" of the profession as the leading motive, which is important for achieving the internal socially significant nature of the choice of profession. For 27% of high school students, an important motive is material well-being when choosing a future profession. 22.73% of respondents indicated "creative realization in work" as the leading motive, and only for one respondent the leading motive was the prestige of the chosen profession.

Analysis of the results of the empirical study showed that the dominant type of motivation when choosing a profession in this sample of respondents are internal individually significant motives. Students of this group choose a profession based on their abilities, inclinations, capabilities, which implies a certain level of self-knowledge development: the profession provides opportunities for internal disclosure of personality. This group of motives is the most optimal when choosing a profession and includes a high degree of awareness of motivation.

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MARKETING COMMUNICATIONS DURING CRISIS

International relations are getting closer every day. A difficult situation, a political or economic crisis in one country will undoubtedly affect business in the neighboring countries. In this case, the old methods of communication with the audience become irrelevant; they need to be changed.

In a difficult situation, consumers become especially sensitive to the information they receive. Therefore, it is important for a brand to monitor its "Tone of voice". "Tone of voice" is the tone that a brand adheres to in communicating with its customers [1]. They represent the rules of interaction with the target audience, including the style of speech, design, presentation of information. These rules are used in all communication channels: social media accounts, website, electronic mailing, etc.

The way information is presented has a huge impact on brand reputation. When times are tough, people need care and support from both friends and business.

While creating a new communication strategy, it is important not to go to extremes. It is inappropriate to increase the amount of entertainment content, but silence is not the best option too. You need to try to get balance in several important points.

Commercial advertising. It is better to refuse from bright advertisements with the use of emotional coloring. During such period, it looks out of place. It is better to simply present only the main information with dimmed colors or temporarily give up commercial advertising at all [2].

Style of speech. It is worth refraining from humor or the use of ambiguous expressions. As in advertising, it is worth abandoning the emotional coloring.

It is necessary not to forget about staff. The company's reputation is affected not only by the website, social media accounts and advertising. Employees also make a contribution. It must be explained to them how to communicate with customers in a new situation.

Accessibility of information. During a crisis, people become especially nervous. They are afraid of losing their jobs. It is a good idea for the CEO or manager to inform