



# TERMINOLOGICAL ANALYSIS OF BASIC CONCEPTS IN THE STUDY OF THE ENTREPRENEURIAL COMPETENCE OF FUTURE PERFORMING ARTISTS

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## Abstract.

*The relevance* of the article is due to the growing demands of modern science and practice for the quality of scientific studies, in particular, regarding the clarity of the definition and the culture of introducing the basic definitions of the researched problem into scientific circulation.

*Aim:* to carry out a terminological analysis of the conceptual and categorical apparatus of the scientific problem «the development of entrepreneurial competence of future performing artists in professional colleges», to determine the essence and content of the basic research concepts – «performing artist» and «entrepreneurial competence of future performing artists».

*Methods:* study of scientific sources and pedagogical documentation – to identify the state of the problem; structural and component analysis – to identify the main categories of development of the entrepreneurial competence of future performing artists in professional colleges; terminological analysis – to determine the content of the basic concepts of the study of the entrepreneurial competence of future performing artists in vocational colleges.

*Results:* it has been identified and characterized the basic concepts of the scientific problem of the development of entrepreneurial competence of future performing artists in professional colleges, also we were established the general-species relations between the basic and related concepts.

*Conclusions:* it has been defined the meaning of the concept of «performing artist» (a specialist in the field of fine and decorative arts who performs professional duties of realizing his own idea in a complete product of the subject-spatial and visual environment); also has been determined the content of the definition «entrepreneurial competence of future performing artists» (an integrative property of the personality that takes into account and synthesizes: personal qualities favorable for the self-realization of artists in the field of creative industries; motives and values that determine the direction of their creative activity; knowledge, abilities, skills and a certain experience of successful artistic activity, the mastery of which contributes to the effective conduct of business activities for the self-realization of performing artists in the conditions of the modern innovative economy, ensures their readiness to overcome the challenges of modern creative industries and the ability for business activities and financial success in this area).

**Keywords:** *entrepreneurial competence, entrepreneurship, performing artist, Professional Junior Bachelor, creative industries.*

**Introduction.** In the digital society, creative industries are becoming one of the progressive technologies and means of development of the modern innovative economy, including in the spheres of culture and art, which determines the need for the development of entrepreneurial competence of future performing artists (Shesterikova, 2022). The competent approach shifts the emphasis from the process of accumulating normatively defined

knowledge, abilities and skills of future specialists to the plane of formation and development of the ability to act practically and creatively apply the acquired knowledge and experience in various situations (Rudnitska, 2016, p. 241). The modern competence paradigm in professional education is aimed at achieving the main goals - training a qualified specialist of the appropriate level and profile, competitive on the labor market, who is fluent in a

profession or specialty, can creatively perform production tasks, who is oriented in related fields of activity, is ready for constant professional improvement (Luzan, Kolisnyk, & Osypenko, 2019, pp. 5-6). To achieve these goals, the educational process should be organized in such a way that the development of the entrepreneurial competence of a specialist is achieved through systematic improvement of professional competences (Alekseeva et al., 2019), continuous development of key competences (Yershova, 2020; Odnoroh, 2019; Radkevych, Kravets, & Kozak, 2020), constant updating of digital (Bazeliuk, 2018; Yershov, 2019b; 2021), as well as the creation of conditions in educational institutions for the formation of a harmonious system of personal, professional, social, national and universal values, an individual readiness and ability to achieve personal and professional success (Yershova, 2018; Yershov, 2019a). The formation and development of a specialist's entrepreneurial ability is an important task not only of institutions of professional pre-higher education, regardless of the focus of professional training in it, but also at the state level (Shelihan, 2019, p. 86). Thus, it is important to determine the theoretical understanding of the essence and the main content concepts of the development of entrepreneurial competence of future performing artists in professional colleges, in order to reveal its strategy and develop organizational and pedagogical conditions for the development of future specialists.

Based on the analysis of the logical and semantic content of such concepts as «entrepreneurship», «entrepreneur», «entrepreneurial activity», «entrepreneurial competence», as well as «artist», «performer», «performing artists», it is important to formulate a definition «entrepreneurial competence of future performing artists» taking into account the specifics of their professional activity.

**Sources.** The analysis of scientific and pedagogical literature and educational and professional programs proves the relevance of defining the essence of the concepts «performing artist» and «entrepreneurial competence of future performing artists». To achieve the paper aims, modern theoretical studies of domestic researchers on the development of entrepreneurial competence were used (S. Aliksieieva, L. Bazyl, V. Baidulin, I. Hrytsenok, L. Yershova, D. Zakatnov, A. Moldovan, I. Seredina, M. Tkachenko and others.). In determining the content of the basic concepts of the

study, we relied on the interpretation of the concepts of «entrepreneurial competence» and «competence» published in publications N. Balyka, Yu. Bilova, V. Maykovska, M. Protsenko, S. Pryshchepa, M. Strelnikova and others. Modern interpretations of the term «artist» were taken into account to determine the meaning of the term «performing artist» (T. Blyzniuk, I. Demchenko, R. Mykhailova, O. Perepelytsia, M. Pichkur and others.).

**The paper aims** is to carry out a terminological analysis of the conceptual and categorical apparatus of the scientific problem «the development of entrepreneurial competence of future performing artists in professional colleges», to determine the essence and content of the basic research concepts – «performing artist» and «entrepreneurial competence of future performing artists».

**Methods:** study of scientific sources and pedagogical documentation – to identify the state of the problem; structural and component analysis – to identify the main categories of development of the entrepreneurial competence of future performing artists in professional colleges; terminological analysis – to determine the content of the basic concepts of the study of the entrepreneurial competence of future performing artists in vocational colleges.

**Results and discussion.** As a result of the analysis of legislative, scientific, educational, production-practical and reference sources, was identified a list of the main concepts of the scientific problem of the development of entrepreneurial competence of future performing artists in vocational colleges, also we were established the genera-species relations between the basic and related concepts, shown in Figure 1.

According to article 1 of the valid Law of Ukraine «On Entrepreneurship» (2003), the concept of «entrepreneurship» is a direct independent, systematic, at one's own risk activity for the production of products, the performance of works, the provision of services for the purpose of obtaining profit, which is carried out by individuals and legal entities, registered as subjects of entrepreneurial activity in accordance with the procedure established by law. It is a generalizing concept regarding the terms «entrepreneur», «entrepreneurial activity», «entrepreneurial competence». Therefore, almost all modern definitions of the basic concepts of our research are consistent with the definition presented in the specified law.

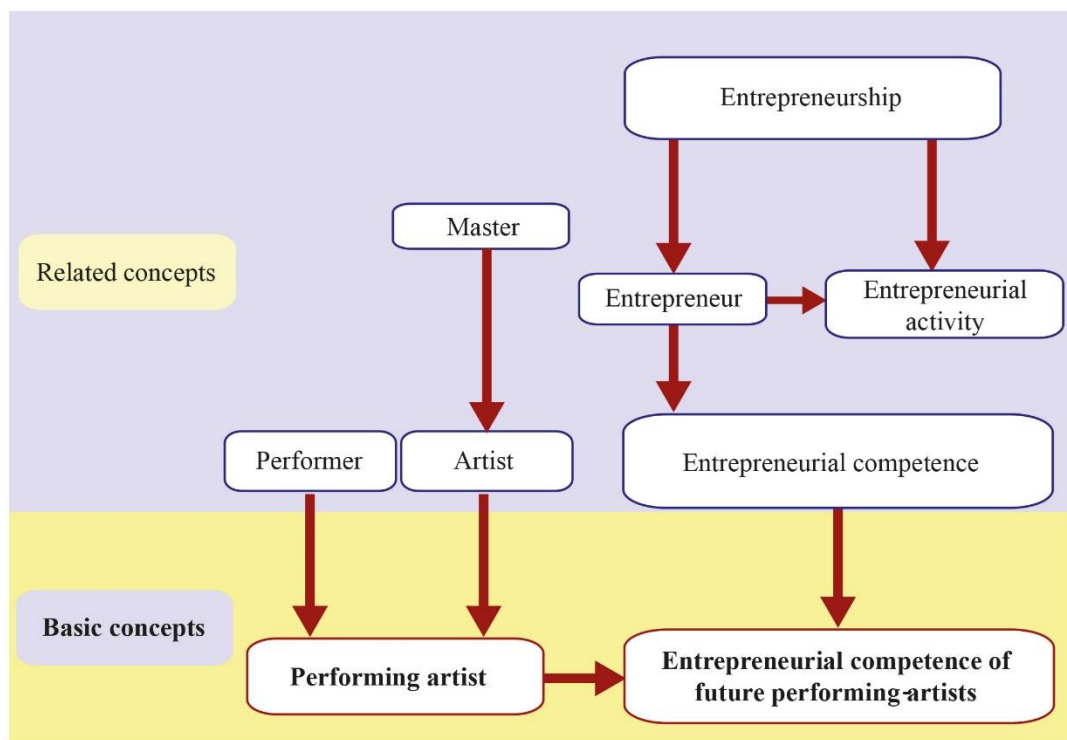


Fig. 1. Schematic representation of connections between basic and related concepts

The concept of «entrepreneurship» is also the subject of research by many foreign sources. Some of them explain entrepreneurship as a phenomenon that can be interpreted in a wide social, cultural and economic context, as well as being innovative at home, school, leisure and at work; as a successful process of organization, as building mindset and skills, is generating jobs opportunities and lead to economic development (Barot, 2015; Hessels, 2019); as certain life attitudes, including the readiness and the courage to act in the social, cultural and economic context (Haftendorn & Salzano, 2003).

There are also different definitions of the term «entrepreneur». This, capable of, is the name given to an entity that carries out independent, systematic, initiative, risk-taking activities aimed at the production of goods and the provision of services for the purpose of obtaining profit or personal income and involves the implementation of innovations (Varnalii, & Syzonenko, 2002, p. 39); person (business owner) who seek to generate value, through the creation or expansion of economic activity, by identifying and exploiting new products, processes or markets. (Ahmad, & Seymour, 2008, p. 14). The majority of domestic scientists define the concept of «entrepreneurial activity» as proactive, independent activity of individuals or enterprises (firms), aimed at obtaining profit or personal income, and which is carried out at own risk and under own property responsibility. In scientific pedagogical research, a lot of attention is paid to the definition of the concept of

«entrepreneurial competence», which defines the essence and branch specifics of this phenomenon. It was found that many such studies are carried out in the context of the tasks of domestic professional education (Shelihan, 2019, p. 87).

Therefore, entrepreneurial competence appears as a set of personal qualities, knowledge, abilities, skills related to conducting entrepreneurial activities, acquiring relevant practical experience, the ability to generate and implement one's creative ideas in life for the purpose of self-realization, obtaining profit and an alternative to unemployment. Entrepreneurial competence is manifested in an individual's ability to turn ideas into action; it encompasses creativity, innovation and risk-taking, as well as the ability to plan and manage projects to achieve a specific goal (Bacigalupo, Kampylis, Punie, & VandenBrande, 2016, p. 20-21). It is worth clarifying that this competence gives opportunity to take care of one's own development, is able to contribute to the solution of various problems in daily, professional and social life, helps to make an active contribution to the life of society, to bring a specialist to the labor market as a self-employed person or an employee, as well as to contribute to the creation own business or bringing the enterprise to a higher level of development and profitability, which has a social, cultural or commercial direction.

To achieve the goals of our research, it is also important to clarify the meaning of the concept of «art-

ist». In modern reference literature, an artist is a creative worker in the field of fine arts (painter, graphic artist, sculptor, comic artist) (Academic explanatory dictionary of the Ukrainian language, 2022). In some foreign publications, people who have high aesthetic abilities and have achieved certain successes in artistic and work activities are called artists (Guoa, & Guib, 2021, p. 8). The general concept of «artist» can be considered related, which means a person who works creatively in a certain field of art. Therefore, the concept of «artist» is more concrete, applied, refers to professional activity in the field of fine or decorative arts. However, both concepts in certain contexts carry a generalizing meaning regarding creative activity, practice, personality (Mykhailova & Perepelytsia, 2020, p. 49).

In addition to the concept of «artist», it is also worth specifying the concept of «performer», which is related to «performing artist». In reference literature, a performer is someone who performs a musical, literary, or other work or plays a certain role in a theatrical performance, film, etc (Academic explanatory dictionary of the Ukrainian language, 2022). There is a category of performing arts (music, dance, drama) performed for an audience (Oxford Learner's Dictionaries, 2022). At the same time, let's clarify that there are no performing arts in fine arts, architecture, applied arts (except for a specialized form of fine art, where artists represent their works live in front of the public).

To study the peculiarities of professional training of Professional Junior Bachelors with the qualification «performing artist» it has been analyzed valid educational and professional programs (hereinafter – EPP) of professional pre-higher education institutions of the specialty 023 «Fine Arts, Decorative Arts, Restoration» (Shesterikova, 2021). In the analyzed EPP, it is stated that the graduate is awarded the professional junior bachelor's degree with the qualification of 3471 performing artists. It is worth noting that the texts of the analyzed EPP do not contain definitions of this concept. At the same time, it is said that the professional activity of a performing artist depends on specialization, and also has certain general features. Educational programs provide that the specialist must be able to realize his artistic idea in an artistic work made using various types of visual, graphic and decorative applied techniques, create artistic and graphic advertising products (poster, announcement, logo, postcard), decorative design of a scene or event (Shesterikova, 2022). In view of this, a certain contradiction occurs, which is expressed due to the inconsistency of the activities of the future Professional Junior Bachelors (according

to the qualification 3471 performing artist) provided by the educational program and the content of the concept of «performing arts», where the term «performing» is applied only to artists who demonstrate Live Art, for the public.

Based on the analysis of the EPP for the training of future performing artists and the generalization of interpretations of the concepts of «artist» and «performer», we propose a definition of the meaning of the concept of «performing artist» (a specialist in the field of fine and decorative arts who performs professional duties of realizing his own idea in a complete product of the subject-spatial and visual environment).

In the light of the above, the definition «entrepreneurial competence of future performing artists» can be interpreted as an integrative property of the personality that takes into account and synthesizes:

- personal qualities favorable for the self-realization of artists in the field of creative industries;
- motives and values that determine the direction of their creative activity;
- knowledge, abilities, skills and a certain experience of successful artistic activity, the mastery of which contributes to the effective conduct of business activities for the self-realization of performing artists in the conditions of the modern innovative economy, ensures their readiness to overcome the challenges of modern creative industries and the ability for business activities and financial success in this area.

**Conclusions.** In the process of analyzing legislative, scientific, educational, production-practical and reference sources, the main definitions of the study («entrepreneurship», «entrepreneur», «entrepreneurial activity», «entrepreneurial competence», «artist», «performer», «performing artist»).

It was found that the concept of «entrepreneurship» is a generalizing concept in relation to «entrepreneur», «entrepreneurial activity», «entrepreneurial competence», which are adjacent to the basic concept of «entrepreneurial competence of future performing artists». Accordingly, the concept of «master» is generalizing in relation to the concept of «artist» and its related concept – «performing artist».

It has been defined the meaning of the concept of «performing artist» (a specialist in the field of fine and decorative arts who performs professional duties of realizing his own idea in a complete product of the subject-spatial and visual environment); and «entrepreneurial competence of future performing artists» (an integrative property of the personality that takes into account and synthesizes: personal qualities favorable for the self-realization of artists

in the field of creative industries; motives and values that determine the direction of their creative activity; knowledge, abilities, skills and a certain experience of successful artistic activity, the mastery of which contributes to the effective conduct of business activities for the self-realization of performing artists in the conditions of the modern innovative economy, ensures their readiness to overcome the challenges of modern creative industries and the ability for business activities and financial success in this area).

The paper indicates that the use of the term «performing artist» in modern EPP is somewhat contradictory and requires further study and specification. We see prospects for further research in the substantiation of the organizational and pedagogical conditions for the development of entrepreneurial competence of future performing artists in professional colleges.

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# ТЕРМІНОЛОГІЧНИЙ АНАЛІЗ БАЗОВИХ ПОНЯТЬ ДОСЛІДЖЕННЯ ПІДПРИЄМНИЦЬКОЇ КОМПЕТЕНТНОСТІ МАЙБУТНІХ ХУДОЖНИКІВ-ВИКОНАВЦІВ

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## Реферат.

*Актуальність* статті зумовлена зростанням вимог сучасної науки і практики до якості наукових досліджень, зокрема щодо чіткості визначення та культури введення в науковий обіг базових дефініцій досліджуваних проблем.

*Мета:* здійснити термінологічний аналіз поняттєво-категоріального апарату наукової проблеми «розвиток підприємницької компетентності майбутніх художників-виконавців у фахових коледжах», визначити сутність і зміст базових понять дослідження – «художник-виконавець» та «підприємницька компетентність майбутніх художників-виконавців».

*Методи:* вивчення наукових джерел і педагогічної документації – для з'ясування ступеня розробленості проблеми; структурно-компонентний аналіз – для виокремлення основних категорій розвитку підприємницької компетентності майбутніх художників-виконавців у фахових коледжах; термінологічний аналіз – для визначення змісту базових понять дослідження підприємницької компетентності майбутніх художників-виконавців у фахових коледжах.

*Результати:* виокремлено й охарактеризовано базові поняття наукової проблеми розвитку підприємницької компетентності майбутніх художників-виконавців у фахових коледжах, встановлено родо-видові зв'язки між базовими та суміжними поняттями.

*Висновки:* визначено зміст поняття «художник-виконавець» (фахівець у галузі образотворчого та декоративного мистецтва, який виконує професійні обов'язки з утілення власного задуму в цілісному продукті предметно-просторового та візуального середовища); визначено зміст дефініції «підприємницька компетентність майбутніх художників-виконавців» (інтегративна властивість особистості, що враховує і синтезує: особистісні якості, сприятливі для самореалізації митців у сфері креативних індустрій; мотиви й цінності, що визначають спрямованість їх креативної діяльності; знання, уміння, навички і певний досвід успішної мистецької діяльності, оволодіння яким сприяє ефективному веденню підприємницької діяльності для самореалізації художників-виконавців в умовах сучасної інноваційної економіки, забезпечує їхню готовність долати виклики сучасних креативних індустрій і здатність до бізнес-діяльності та фінансової успішності у цій сфері).

**Ключові слова:** підприємницька компетентність, підприємницька діяльність, художник-виконавець, фаховий молодший бакалавр, креативні індустрії.

Received: 02 September 2022

Accept: 08 November 2022