

The prestige of professions as a phenomenon of public consciousness of school students and its reflection on the labor market of the Khabarovsk Territory

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Abstract. *The article presents the main methodological approaches and results of empirical sociological studies of one of the significant phenomena of social consciousness, the prestige of professions. Based on the methodology of its stratification measurement, the subjective ideas of the 8th-11th grade students in the Khabarovsk Territory are analyzed according to their motives for choosing a prestigious profession, the role of parents, teachers and other representatives of vocational guidance, as well as the prestige of secondary and higher education organizations in the region, their correlation with indicators of the labor market and specialties (professions) of graduates of educational organizations of different levels. The ideas of school students about the prestige of professions and the relationship with the process of educational migration of graduates from the territory of the region to the central regions of the country are indicated, which increase the shortage of specialists and skilled workers and reduce the professional and intellectual potential of the regional labor market. Scientific and practical recommendations are proposed for conceptualizing of the process of professional orientation towards students' conscious choice of specialties (professions) and the formation of their images and meanings, reflecting not only their personal, but also social needs for the development of their territories of residence. The basis for the implementation of the proposed approaches can be a sociological analysis of socio-professional stratification and the needs of the regional labor market in specialties (professions) that ensure the prestige of professional activity in the Khabarovsk Territory.*

Keywords: *prestige of professions, sociological research, school students, choice of profession, organizations of secondary and higher education, labor market, Khabarovsk Territory*

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