

## **PROBLEMS OF COGNITIVE MOTIVATION FORMATION IN FUTURE TRAINERS**

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**Introduction.** Formation of cognitive motivation is not possible without a strong motivation for educational and cognitive activity in higher educational establishment. Motivation determines professional orientation and students' activity during their educational and cognitive activity, characterizes the causes and mechanisms of their conscious behavior, and has impact on their professional self-determination and personal development.

**Goal.** Increase the quality of training, formation of their motivation for future trade.

**Main content.** Motivation for students' educational and cognitive activity is variable and it is a continuous process that caused by personal students' orientation, activation of all psychological processes (thinking, perception, and understanding). Students with high level of motivation inherent activity and independence, persistence in achieving goals, confidence in a successful result, enjoying the process of their own professional development, and obtaining the necessary professional knowledge and skills.

Students' educational and cognitive activity is the process of their interaction with the subjects of educational space of a higher educational establishment, so a student reaches deliberately goal, resulting from the emergence of the need to acquire professional knowledge. Motivation for educational and cognitive activity is an indicator of student's individual achievements, which is characterized by complex of emotional and volitional processes, determination of grounds on getting chosen specialty and perspectives of self-fulfillment as a specialist.

Creating of positive educational motivation is the process of formation and consolidation of positive incentives to educational and cognitive activity in future trainers. The basic meaning of educational and cognitive activity is the changes in intellectual, moral, and personal development. Thus, need to learn and to know the features of future professional activity is the base of students' desire for knowledge.

**Conclusions.** Educational and cognitive motivation should always be subordinated to social one. Students studying in higher educational establishment seek not only knowledge, but also after graduation to become competitive specialists useful to society.