The article covers the relevant subject area of scientific knowledge at the intersection of social, developmental, and educational psychology. The problems and methods of scientific and applied nature are being analyzed. The key object of the study is group consciousness of students. The study gives description of facts, laws of formation and development of educational and professional orientations. The research defines opportunities for organizational and informational socio-psychological management in the educational system.

Keywords: orientation, training orientation, professional orientation, group consciousness, professional consciousness.

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