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THE APPLICATION OF MEDIAEDUCATION METHODS FOR THE FUTURE HYDROGEOLOGISTS TRAINING

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Abstract. *For long time information was the main wealth of humanity after the 20th century technological revolution. The sharp jump in the information and communication technologies development caused open access and increasing the number of information. Paradoxically, but the informational glut is the one of the significant disadvantages of modern world and causes an overload in the information processing. Besides the quantitative characteristic the importance of "freshness of information" increases. So, it is necessary to form the correct skills of productive mediacontent processing in the preparation of future hydrogeologists. In addition, the development of communication and information technology allows using the technological advances in the students preparation. Such skills are called «medialiteracy» and they are the part of mediaeducation. It could be a successful strategy of innovative development of higher education in Ukraine. The topical investigations analysis revealed that the problem is disclosed insufficiently. Problems of applying the mediaeducation methods in the process of preparation students of unhumanitarian profile most fully covered in the A. Sahnevich dissertation, where the author analyzes the application of mediaeducation technology for preparation of future oil and gas specialists. The purpose of article - is argumentation and creation of prerequisites for further research in this direction. Hydrogeology - the science at the intersection of technical and natural sciences. The complexity of hydrogeological media texts's processing caused by their rarity. Given the specifics of hydrogeological information future specialist should be able to formulate the original question and define criteria for the information selection in such a way as to clearly and accurately transmit the essence of the problem, which interests him, that will allow getting more useful data. Also, mathematical modeling, and above all, graphics editors for the maps construction of different information content are commonly used. Therefore, mediaeducation methods should be used for the student- hydrogeologists' preparation. It allows teaching students to handle and to understand messages and photo-video content properly and efficiently, forms skills of working with computer programs and generally lays the foundations for professional information competence.*

Keywords: *information development, information technology, mediaeducation, medialiteracy, future hydrogeologist's training, preparation of students of unhumanitarian profile.*

The technical level of society determines its values. After the technical revolution (in 20th century) information was the main value of humanity

for a long period. A sharp jump in information and communication technologies development caused the availability and, that substantially, the increase of her amount. On the other hand, in our time in a scientific environment the problem of informative hunger becomes the main question, in fact in default of necessary information there is not possibility for realization of perspective plans. One of the important disadvantages of the modern world, and it is paradoxically, it is an information excess, which causes the overload during processing [1].

Global network, universal accessibility and simplicity of information dissemination can shock untrained consumers.

The increasing the number of information creates a problem of its "freshness". Recently the term "half-life modern knowledge" becomes popular in the literature, and means the period of time during which the half of information (which was used) loses utility. [1]

Therefore, it is necessary to develop among students some skills of correct and productive processing of media content during the preparation of future hydrogeologists. These skills are called "media literacy" and they are the part of media education. It can be a successful strategy of innovative development of higher education.

Professional training of specialists in their field in higher education has always been the center of attention of scientists, as described in modern pedagogical literature. Problems of mediaeducation as a science involved both foreign and native scientists. Problems of the application of mediaeducation in the process of non-humanitarian profile's students training are the most fully covered in the dissertation of A. Sahnevich. The author analyzes the pedagogical conditions of the application of mediaeducation technologies in the training of future oil and gas specialists. Currently this work is one of the most full, and reveals problems of using media education for specialists of similar profile in our country. The dissertation highlights main theoretical concepts and models of media education technologies, and on their basis were researched ways, forms and methods of using mediaeducation resources and technologies and related professional technologies. [5]

Because of the lack of studies about the application of the media technologies in preparation of future hydrogeologists, the purpose of this article – the substantiation of necessity and creation of prerequisites for further research in this direction.

The growth of scientific knowledge is rapid, and even scientific discoveries are drowning in the depths of the data. According to the

calculations of American scientists, if the discovery or invention costs less than 10 thousand dollars, then it is cheaper to reopen, rather than to find information among the all mass. Only one Earth Observing System of the National Aeronautics and Space Administration United States every year generates the amount of data equivalent to 570 thousands printed books with a volume of 200 pages each [1].

Preparation of high-quality specialist – is a priority aim of everyone institution of higher education. Under the conditions of the labor market the main purpose of young professional – is the acquisition those competencies that will increase his competitiveness [3].

The lack of experience – is the main young specialist's disadvantage. The advantages of a young professional can include: the ability to use modern technology for work, the ability to handle large amounts of information quickly and analyze it.

The feature of our time is: the most competitive is not that expert, who has access to the larger number of information, but the one who is best orients in this information, and understands its structure. From this point of view the young professional has a chance to take quickly its rightful place in the labor market.

Before this the ability to synthesize knowledge, was the main advantage of a good specialist. But now it is the ability to pre-analyze arrays of general information, highlighting the most relevant according to his tasks.

According the A.V. Fedorov definition mediaeducation – is the process of personal development with the use of media materials, for creation the culture of communication, creativity, communication skills, critical thinking, skills to fully perceive, interpret, analyze and evaluate media texts, teaching different forms of self expression with media. In turn, for V.F.Ivanov and A.V. Voloshenyuk medialiteracy is the level of media culture, which is manifested in the ability to use information and communication technology, to express themselves and communicate with the help of media, consciously perceive and interpret information critically, to separate reality from its virtual simulation, that is, to understand the reality constructed media sources interpret the power relations, the myths and the types of controls that they cultivate [2].

Thus, applied mediaeducation can be defined as the joint activity of the teacher and the student for forming the ability to find the meanings of media texts and create their own meanings of new media texts based on these knowledge [7].

Vozchikov highlights next directions in media education:

1. mediaeducation for future professionals: journalists (press, radio, television, Internet), cinematographers, editors, producers, etc.;
2. mediaeducation for future teachers in universities, teacher training colleges, in the system of professional development of teachers;
3. mediaeducation as an integral part of general education and that one, which can be integrated with traditional subjects or standalone (special, optional, etc.);
4. mediaeducation in institutions of additional education and leisure centers;
5. remote mediaeducation for pupils, students and adults with using the television, radio, Internet;
6. self-education /continuous mediaeducation [6].

A. Onkovich adds to this list one more point – media education for future specialists in various fields of training. It is not just about "the media for everyone", it is about the most effective using the professionally-oriented media texts in the training of future specialists, it can let them to use their skills of working with the media in future to raise the professional level or apply self-education throughout life [5].

Thus, the training of future hydrogeologists and other experts of non-humanitarian profiles involves using the mediaeducation.

Hydrogeology - a synthesis of engineering and natural sciences. Complexity of working with media texts for hydrogeologists related to their rarity. The main mass of information is dated as 60-80 years of the 20th century and they does not exist in the electronic version or they are rare. So, the next time you search the data (for example, writing an essay on a given topic), the student can find only one source. Firstly, it is caused by the fact that the hydrogeology – is the science, which is measured in global categories, and for a lot of objects one research is enough – it is the reason of the lack of information. Secondly, most of these studies are the property of individual organizations and, not being secret, just not readily available.

For the modern student the main source of information is an Internet. And it is a very huge problem. Internet is defined like a place of unsystematic storage of knowledge; where in spite of all diversity of content is very difficult to find some specific data. Principle of Metcalf states that the usefulness of a network increases during its using. It means that the more participants are spending more time on the creation of the joint space, and then this space becomes more useful for each of them. A.

Miroshnichenko's studies allow to allocate a number of filters that can make impossible to find the information we're looking for. First filter: bookmarks of our browser, which are physically cut off 99.9% of unwanted Internet content to us. The second phase of filtration (more delicate) – a viral editor. The third filter (machine) – algorithms of the relevance like Edge Rank or Page Rank, which noticed where we were, what we were interested in, and then they offer such list of information on request, which is based on our previous preferences. On the one hand, it's convenient. Robot significantly narrows the field of extradition, based on our personal preferences expressed earlier.

Given all the above, the author concludes that machine filter, in contrast to the human personal (bookmarks) and human group (viral editor), causes some concern among researchers.

Thanks to algorithms of the relevance our future interests are in the captivity of our past preferences. The possibility of accidental discoveries and recognitions reduces. [4] In addition, the list of proposals information for our request depends on region the request was made from.

Considering the specificity of the hydrogeological information, future specialist must can formulate the original question, as well as to determine the criteria for the selection of content in such a way as to clearly and accurately transmit the essence of the problems of interest to him to hook in it more useful data.

But speaking of the training of future specialists hydrogeologists we should not be limited solely to the processing of media texts. Educational institution may not always provide an opportunity to the future specialists see some hydrogeological processes or take part in the real work situation. Therefore, the use in the educational process photographic, video and another media materials makes studying process easier for students (showing many processes graphically) and gives a clearer understanding of the chosen specialty.

The analysis shows that the modern development of communication and information technologies requires the ability to handle information from the user. For the future hydrogeologists this skill has a great priority. Because their professional quality depends on ability work with professionally-oriented information. Professionally-oriented media education allows give to students next skills: information processing, critical thinking, the ability to analyze and synthesize new things etc. And generally it lays the foundation for professionally-information competence.

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THE ROLE OF NEWSPAPER TEXT IN FORMING LINGUOCULTUROLOGICAL COMPETENCE OF FOREIGNERS IN THE UKRAINIAN LANGUAGE STUDY

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Abstract. The role of newspaper text in forming foreigners' linguoculturological competence while studying Ukrainian language has been determined in the article. It has been mentioned that a newspaper text is a source of social and cultural information; it reflects a nationwide culture with its moral, ethic and aesthetic values and centuries-old