

format, which can be “recognized” by this editing software only. Videos to be viewed by means of Web browsers must be exported into .swf format. Another option for “autonomous viewing” of Flash-videos is to use a universal player (Windows MediaPlayer). To do so a user must export a Flash-video into .aviformat. One should bear in mind, though, that conversion of Flash-videos into .aviformat leads to the loss of their interactivity. Hence, this way of viewing does not appear to be the best one.

The use of the above custom-made software, Macromedia Flash 8 Pro in particular, in training future teachers has apparent advantages in comparison with using other similar editors, since CMS makes provide for creating high quality educational means and tools. The introduction of teaching means and tools created with the help of custom-made software into education is appropriate, since they are structured in accordance with didactic functions, have a potential to heighten students’ interest in learning material, provide for acquiring theoretical knowledge and skills (including ICT skills), facilitate students’ personal development and self-fulfilment, i.e. provide for developing the professional competence future teachers.

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## **INFORMATION CULTURE FORMING IN STUDENTS OF HIGHER TEACHER TRAINING EDUCATIONAL ESTABLISHMENT**

*N. Kyrylenko  
Vinnytsia, VSPU*

The aim of the new Professional Education Development Conception in Ukraine is conditioned by the objective of our country’s entrance to European and global communities, tendencies of further professional education, social economic changes, widening of social and technological functions of professional technical education, severization of requirements to the level of education, professional competence, mobile competitive ability of future professionals on local as well as global labor market, professional, ecological, legal, information and communication culture of social conscience, readiness to professional self-development and perfecting of responsibility for results of their activity [2].

If some years ago a problem of information culture forming more worried professionals in information service sphere, now the situation has changed. A new understanding of information culture problem is observed at various levels of education.

Application and implementation of new information technologies today lets one embody ideas of education and consider this process as a regular educational revolution. It is explained by the fact that the main point of modern information revolution isn’t a technological development, but a revolutionary improvement of mental abilities of a human. They let one effectively process great amounts of information, with the help of desktop publishing systems quickly publish printed works, store and find information in databases, establish a connection with the help of modern telecommunications – and this is very useful in educational process. However, revolutionary changes in the system of education are connected mainly with the fact that new information technologies change a nature of thinking itself, and thus the essence of education process.

Promotion of higher school specialists quality of considerably determined by achievements of information and communication technologies implemented in education process and at modern stage are the main factor of information culture forming in students.

Information culture of a student is improved in their professional activity foreseeing usage of knowledge obtained. It’s possible only upon a condition that information culture

becomes a significant quality of a personality, will be one of evaluation criteria and system of demands to the future educator.

A student should form the information culture as an integral part of general culture. Information culture is connected with social nature of a person. It is a product of various creative abilities of a person and is manifested in the following aspects:

- in specific skills of technical devices' appliance (from a phone to a personal computer and computer networks);
- in the ability to apply computer information technology in their activity, a basic aspect of which are numerous program products;
- in the ability to acquire information from various sources: from periodical publications as well as from electronic communications, to present it in an understandable way and know how to use it effectively;
- in mastering basics of analytical information processing;
- in knowing how to work with all kinds of information;
- in knowing the characteristics of information flows in their branch of activity [1].

One of the most important components of information culture content is an ability to apply automatized information systems – systems of gathering, storage, processing, transmission and presenting of information that are based upon electronic technics and telecommunication systems. Their improvement and development considerably effects character of manufacture, scientific researches, education, culture, way of life, social relations and structures. It affects content of education connected with scientific technological process directly as well as non-directly, connected with appearance of new information and industrial technologies, new professional skills a need of which is constantly growing.

A modern educator should not just have knowledge on information and communication technologies, but also have a possibility of access to information means of support of his educational, scientific and methodical activity. Such means should be directed to solving specific scientific and educational tasks (analysis and translation of texts, study of texts recorded in electronic format, performance of educational tasks) and performing of scientific research based on large blocks of texts. Any educator should possess program, linguistic and technical resources that meet requirements of a student as well as educators and researchers [3].

Information and communication technologies provide means of showing in the process of teaching such remote characteristics of modern world as humanitarization and humanization of science, a close connection of education with a wide social and cultural context. At the same time socialization of information foundations is closely connected with forming of information culture of information activity subjects.

In the process of information culture development of students of higher educational establishment together with studying of theoretical disciplines of informational direction much time should be devoted to computer information technologies, basic components of future sphere of activity. At the same time the quality of education should be defined by a rate of stable skills of work in basic information technologies environment in the course of solving of typical tasks of activity sphere. Informatization of education demands correspondence of professional training of future educators to modern level of society informatization. Thus one of the global aims of education informatization is training of educators who possess a high level of information culture, it means they can apply active methods of education in their future professional activity.

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