THE INFLUENCE OF INFORMATION CULTURE ON THE PROCESS AND THE RESULTS OF THE PROFESSIONAL TRAINING OF HIGH SCHOOL STUDENTS

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Abstract

The following article touches upon the problem of the necessity of qualitative changes in methods of professional training of students, due to the intensive process of informatization in all spheres of society. The author points out the usage of interactive exercises from LearningApps.org during the education process as one on the perspective solutions to the problem. The project of integration of a system of interactive exercises into the "Advertisement Agent" professional training program at Vladimir Municipal Autonomous Educational Institution "Interschool Learning Combine №2" is provided.

Keywords: *Information culture, information technologies, interactive exercises, media educational material, LearningApps.org*

1   RELEVANCE

The informatization process on the modern stage of development of all spheres of society, including education, is connected to society's information-technological potential. The main condition for success and social effectiveness of informatization is the human factor, because everything depends on the level of information culture of both the society as a whole and an individual. The term "information culture" implies society's ability to effectively use the informational resources and mass media, and also the use of the leading achievements in the development of informatization instruments and information technologies.

Modern high school students are well informed, and nowadays it is getting harder to interest them in something. What kind of modern forms and means of education can we then use in professional training of high school students, namely "advertisement agent" training?

2   PROJECT

The constant development of information technologies formed numerous offers by the Internet-resources for cooperative work of the students and the teacher. Intensive search for the newer educational forms has led us to an integration of an educational process in form of web-quests, case method mastering and the discovery of the unique possibilities, provided by LearningApps.org Web 2.0 service.

The media educational materials at LearningApps.com are a supplement for teaching process, which involves interactive modules, which can be used to study new material, to actualize the knowledge, for students' practice and for the evaluation of their professional competences. Interactivity, as the leading principle in this service's exercises' structure, allows using information with maximum comfort, providing the user with independence from the stationary working space.

The "Advertisement Agent" professional high school training program includes the study of general professional subjects and modules, which allow the students to

master such basic kinds of professional activities as advertisement organization, accommodation and escort of an order. At the same time, the competency building is also important, because it helps searching for information, which is necessary for professional problem solving, and the usage of promotional communication means.

The study of the interdisciplinary course "Advertisement Organization" begins with the term "advertisement". Encyclopedic dictionaries provide the etymology for the term: "реклама"(advertisement) is derived from the Latin "reclamare", which means "to shout loudly". Various informational sources analyze the category "advertisement" from a lot of standpoints, and each approach is characterized by ambiguity and heterogeneity of the perception of the specified category. That's why we recommend an interactive exercise "Term – Advertisement", created using a classification template at LearningApps.org, for motivated involvement of students in the study of the basic approaches to this term. In the process of frontal work the students learn the term's contents, which are given by different authors and try to match each definition with one of the groups (encyclopedic, legislative, scientific or marketing). At the end of the exercise the results are automatically reviewed, and there's also a chance to correct and think some of the choices over. This, in turn, helps preserving the students' interest and provides a smooth transition to the main part of the lesson in understanding the term "advertisement" from communicational, functional, material, industrial and culturological standpoints.

The use of the quiz "The Role of Advertisement in Modern Society" is efficient on the knowledge fixation stage, as it organizes the independent work of students. At the end the students can review their results in provided criteria and get a grade.

The goals of using the media exercises in education and cognitive activity are multidimensional, ranging from the basic comprehension examination to the evaluation of professional competences. The existing modules can be directly integrated into the educational components, they can also be changed and created in online mode. The main role of using the interactive exercises at LearningApps.org is the creation of optimal conditions for individualization of students' learning actions, and the increase of each student's independence in professional training. That is why the media products can be used in classes in various subjects. An example of the "Advertisement Agent" professional training course with the use of interactive exercises is provided in the table below.

Title of the interdisciplinary course, section	Topics in the course program. Organization of the work with customers.	Examples of interactive exercises
Interdisciplinary course 01.01. Organization of advertisement		
Section 1. Finding and attracting customers.	Topic 1.1. The basics of advertisement	The term "advertisement" (Classification) http://LearningApps.org/view2577964
	Topic 1.2. Advertisement as an element of the	Printed advertisements (Find a pair) http://LearningApps.org/view2943098

	promotion complex	
Section 2. Advertisement service provision as a mediator.	Topic 2.1. The basics of advertisement agency work	Advertisement campaign specialists (Word scramble) http://LearningApps.org/view2842104
	Topic 2.2. Traditional and special advertisement	Traditional and special advertisement (Guessing puzzle) http://LearningApps.org/view2929654
Section 3. Handling of the contractual and financial paperwork during the work with customers.	Topic 3.1. Advertisement service provision contract	Subjects of advertisement market (Text insertion) http://LearningApps.org/view2854179
	Topic 3.2. Technical and financial paperwork	Tools and technologies of electronic education (Crossword) http://LearningApps.org/view2440672
	Topic 3.3. Advertisement efficiency	Pros and cons of TV advertisements (Classification) http://LearningApps.org/view2942856
Section 4. Law norms, concerning the service relation regulations.	Topic 4.1. Law documents and organizations, that regulate advertisement in Russian Federation	Do you know the law…? (Quiz) http://LearningApps.org/view2853988
	Topic 4.2. Self-regulation of the advertisement industry	Advertisement (Grid) http://LearningApps.org/view2929780
Section 5. Social and psychological basics of advertisement.	Topic 5.1. Social and law aspects of advertisement regulation	Social and law aspects of advertisement regulation (Quiz) http://LearningApps.org/view3390255
	Topic 5.2. Negotiation with the customer	Contextual advertisements and their advantages (Audio/Video Content) http://LearningApps.org/view2854473
	Topic 5.3. Basic means of promotional communication	Basic means of promotional communication (Who wants to be a millionaire?) http://LearningApps.org/view2942944
	Topic 5.4. Advertisement	Classification of styles in clothing (Classification)

	Agency Image	http://LearningApps.org/view1828281
Interdisciplinary course 01.02. Office equipment		
Section 1. Office equipment and safe working conditions.	Topic 1.1. Office equipment and safe working conditions.	The purpose of the equipment (Guessing puzzle) http://LearningApps.org/view259044
	Topic 1.2. Modern office devices.	Office equipment (Crossword) http://LearningApps.org/view3389843
Section 2. The use of office equipment and information and communication technologies when receiving and booking an order.	Topic 2.1. Applications for storing, searching for and transporting the information	Computer software (Guessing puzzle) http://LearningApps.org/view279165
	Topic 2.2. Applications for creation of original text documents	Formatting and editing ("Choose the right answer"-Quiz) http://LearningApps.org/view714697
	Topic 2.3. Computing systems	Databases. Creating a table in MS Access (Audio/Video content) http://LearningApps.org/view104337

The use of practice-oriented exercises at LearningApps.org in the "Advertisement Agent" professional training classes has allowed me to realize the idea of creating a virtual class and changing the accent of professional training from "learn to know" to "study to use it in reality". The students enthusiastically created their own interactive exercises, based on the topics, using their knowledge and lecture material from the classes, sample modules and templates from the service's library and exchanged information with each other. This way we have solved another problem – forming the ability to transform, store and exchange information. Apart from that, the teacher stops being a source of information in the education process, he turns into a co-creator, a helper.

3   CONCLUSIONS

The exercises at LearningApp.org greatly enrich the education process and the teacher can use any module to solve any didactic problems in his area. Therefore, modern communication-oriented education with the usage of web-services improves the quality of students' work with the education material (process) and the effectiveness of its understanding by high school students (result) immensely. Also, the basic information culture of the students increases, forming preparedness to use interactive technologies in real life.

Literature

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