

The use of scientific and popular resources in the educational process

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In satisfying the information needs which are formed during studying students of universities and colleges the educational, scientific and popular programs transmitted through electronic and Internet media or other information resources primarily from the field of social and natural sciences can play a significant role. They have significant scientific, educational potential, which can be considerably interesting for youth. Popular science and educational segment in the Ukrainian mass media presented by research of the actual historical, political topics.

Keywords – audience, source, content, promotion, text.

With the development and implementation of information technology into educational process by using innovative methods, including multimedia training, the use of scientific and popular information resources in special training is actualized. Typological characteristics of the scientific and popular information resources allow to differentiate the impact on the recipients in order to implement productive social interaction.

Methodology of research based on such methods of scientific knowledge like questionnaires, analysis, systematization; statistical, graphical and descriptive methods. Questionnaires were used to identify the level of applying by students of higher educational institution popular science publications and electronic resources during their education and conduction of scientific research. Processing of the results with quantitative parameters performed by using the statistical method and theoretical generalizations based on the methods of analysis, synthesis and systematization of the material. With the help of graphical method of statistical data processing was built graphic dependence between the studied factors.

Education sector is a broad field of potential realization of scientific and popular document's type, one of the most important principles of which are documentary and factology [1]. Under the conditions of the possibility of wide access to electronic sources introduction of new technologies and techniques, the use of specialized Internet resources of a global computer network in the educational process is actualized [2; 3]. The study of student's information needs provides identification of the level of their interest in the scientific and popular information resources; SPR typological characteristic's stratification of the scientific and popular information resources; detection of the student's information needs structure while using the scientific and popular information resources in the educational process.

During the study of information needs and their satisfaction by means of scientific and popular print and electronic sources, students expressed significant proposals that reflect the diversity of their interests, breadth of vision, conspicuous creative

thinking. Proposals to optimize the use of scientific and popular information resources in learning relating aspects: information, communication, educational, technical, linguistic, social and financial. Proposals for the structure of information resources and requirements for them: to simplify free access to the Ukrainian sources; to create Ukrainian universal electronic encyclopedia; to create original Ukrainian resources; to develop sectoral information resources; to create an electronic library by specialties of the institution; to filter information on the reliability of the Internet; to increase the number of translations of foreign publications; create more sites of scientific and popular information.

Educational aspect in student's questionnaires widely represented, as 78% of scientific and popular information resources used for self-study, to prepare for seminars, workshops and knowledge controls. Based on the practical experiences of satisfying their information needs, the students suggested: to create educational sites for students; to create a website with training materials on educational specialties; to create and distribute electronic versions of books, including textbooks; to complete library with modern educational literature; to submit more illustrations in textbooks; to provide students with information about electronic sources; to facilitate access to information according to curriculum; to conduct contests, competitions on educational programs in the media; to assist in recognizing the importance of knowledge, motivation; to use scientific and popular information resources with educational purpose. So, for modeling educational information environment is important to consider a powerful resource of scientific and popular sources, which should generate targeted as a documentary system designed for satisfaction of learning and educational information needs by using already tried and tested methods [4;5].

In student environment clearly defined need for saturation of media space with quality and relevant multi-purpose scientific and popular content. This content is strongly demanded in the education of students, in self-education and educational activities among wide circles of information consumers. Topical and socially significant is the creation and distribution affordable scientific and popular information resources in Ukrainian.

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