

Scientific and popular knowledge as part of the educational process

Alina Petrushka¹, Maria Perun²

1. Faculty of Journalism, International university of economics and humanities named after Academician Stepan Demianchuk, UKRAINE, Rivne, acad. S. Dem'janchuk street, 4,
E-mail: alina.stashko@gmail.com
2. Department of Social Communication and Information Activities, Lviv Polytechnic National University, UKRAINE, Lviv, St. Bandera Street, 12,
E-mail: perunkam97@gmail.com

Comprehensive study of the student's information needs is an important prerequisite for creating an optimal system of printed and electronic information resources which are intended for educational use in accordance with the specialties curriculum.

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

Main objective of the study is to identify the level of use scientific and popular publications and electronic resources during education process, in scientific research, for deepening the general culture and enlargement of the world view by students of the higher educational institution.

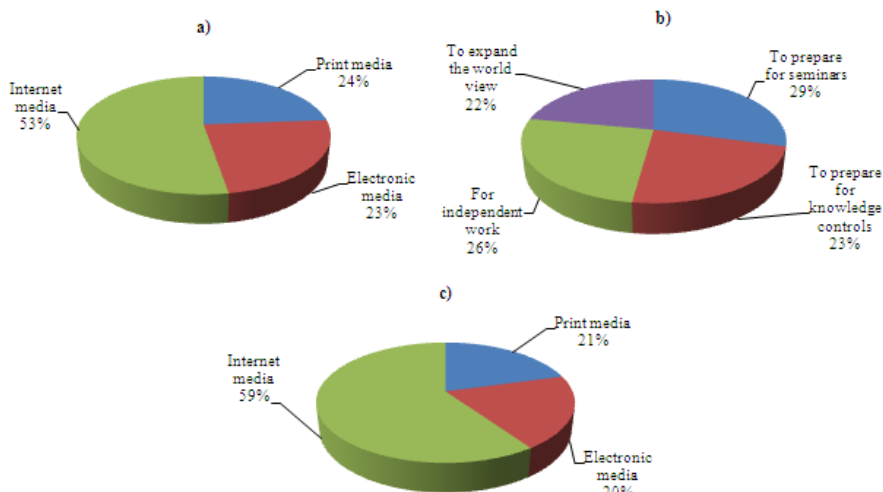
The theoretical basis of the use of media resources in the educational sphere can be considered research of Ukrainian scientist V. Ivanov concerning such mass communication theories as theory of benefit and satisfaction, learning theory and epistemology [1].

The issue of media education in the aspect of the media electronic information resources used in the educational process is discussed in professional journals, especially in the aspect of formalizing process of forming University's information image in the social environment of internet [2]. The use of social and communication technologies is one of the defining features of modern educational process [3]. Research regarding the use of popular sources by students was conducted by means of questionnaires in October 2015 among students and graduate students of Lviv Polytechnic National University who are studying at the specialty "Documentation and informational activity".

The results of the survey found that the scientific and popular sources are used by 100% of respondents, particularly Internet media – 53%, print media – 24%, electronic media – 23% (Fig. 1, a). These resources are used to expand the world view (22%), for independent work (26%), to prepare for seminars and workshops (29%), to prepare for knowledge controls (23%) (Fig. 1, b). Satisfy the information requirements in accordance Internet media – 59%, print media – 21%, electronic media – 20% (Fig. 1, c). In satisfying information needs of students play a significant role educational, scientific and popular programs that are spread by electronic media, Internet media and other information resources. They have significant scientific, educational potential that is of interest to students. Remarks that reflect the difficulty faced by students while working with Internet resources were expressed: many repeated and false information, due to the absence or low factology and documentary

of information. This causes urgency of requirements inspection and clarifying the reliability of information in the Internet and media. However, failure documentary and factual principles of presenting information in the media leads to distortions and inefficiency of social interaction [4, 5]. Unsatisfactory are structuring and literacy of resources. Popular scientific materials should be interesting, clear, appealing.

Fig. 1. The use and conformity of popular scientific sources to the information needs



In Ukrainian society, particularly in the youth students environment, clearly delineated the need for saturation of mass media space with quality and relevant scientific and popular content. This content is necessary for students education, and self-education, and enlightenment activities among wide circles of information's consumers. Creation and dissemination of available scientific and popular publications, information resources in Ukrainian are particularly relevant and socially significant.

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