

вспышками гамма-излучения. В июле 2017 года Китай завершил эксперимент по добыче "горючего льда" /природного газа/ в Южно-Китайском море, что стало прорывом в поиске альтернативных источников энергии.

И это далеко не все. В 2017 году общие расходы на научно-исследовательские работы китайских ученых превысили 279 млрд. \$.

Таким образом, резюмируют современные аналитики, сегодня Китай имеет все шансы стать ведущим игроком в мире развития и финансирования научно-исследовательских разработок.

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USING INTERACTIVE INFORMATION TECHNOLOGY FOR ATTRACTION OF FOREIGN STUDENTS TO LEARNING

The up-to-date sector of research in the computer industry is the increase of the multimedia information perception efficiency. Currently, virtual and interactive excursions have appeared with the introduction of new information technologies. Virtual reality (VR) technologies are actively used to create these excursions, such as:

- creation of virtual exhibits;
- shooting and creation of panoramic and spherical video with the ability of 3D models integration;
- creation of virtual excursions and tours.

VR is widely integrated into various segments. The education system is also actively introduces VR technologies into the learning process. The most innovative tools for effective interaction with the audience of potential foreign applicants and the content study are virtual excursions and tours. The advantages of this approach are:

- user is an active participant of interaction;
- comfortable and game information gaining;
- emotional investment;
- accessibility, visibility, re-viewing;

- cost saving on traveling.

3Ds Max software (easy to learn, uses different modifiers and plugins; realistic images of visualization of an object or interior are created) and 3D Unity can be used to simulate and visualize interactive excursions of the university departments. The developed interactive virtual excursions of the university departments will help applicants to obtain all necessary information about them, which will lead to the involvement of new applicants on the specialties.

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APPLICATION OF MULTIMEDIA TECHNOLOGIES FOR IMPROVING THE EFFICIENCY OF FOREIGN STUDENTS TEACHING

Today, an actual chain is built in the field of education: knowledge – innovation – economic growth. The graduates are innovative products for higher educational establishment. The higher the quality of their education is, the more in demand the specialists who received it will be. Therefore, the implementation of an innovative approach to the higher education system is relevant and necessary.

Innovations include the implementation of the new in the learning process, such as methods, techniques and technologies. One of the current trends is the increase of the learning process effectiveness through the perception of multimedia information. Multimedia is an effective technology in the modern world. With the advent of multimedia teaching tools, a new information educational environment is being created. New intellectual educational technologies and multimedia aids can be applied for faster and more effective teaching of foreign students: audiobooks, reference systems, tests, encyclopedias, educational programs, systems for foreign words learning, etc. These electronic manuals can be used during lectures, practical or laboratory classes. The assimilation of educational material occurs through the emotional-sensory perception of multimedia images, which are combined with interactive actions on them.