CONTEMPORARY ISSUES OF DIGITAL ECONOMY AND SOCIETY

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Contemporary Issues of Digital Economy and Society

Edited by Tetyana Nestorenko
and Paweł Mikos

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2.1. HIGHER EDUCATION IN AN INFORMATION SOCIETY ENVIRONMENT

The information society is a socio-economic structure in which the production of information products and the provision of information services prevail over all types of socio-economic activity of an individual. The term itself reflects the dominance of processes associated in the most general form with the collection, processing, exchange and production of new information. The main capital of mankind is the information accumulated by society in the process of historical development, and the knowledge of each individual. Information resources determine the success of almost all types of human activity. Preference in the information society is given to the high level of education of employees, the availability of various types of knowledge – scientific, practical (the ability to successfully solve standard and non-standard tasks), the development of creative abilities, critical, productive thinking, a broad outlook, the ability to organize and self-organization, readiness for individual and collective creative activity (Горпиченко, М. В., 2012).

The main task of the student is to search, comprehend, analyze information, translate it into knowledge, put this knowledge into practice, share and disseminate it in the professional community. Therefore, in the information society, the knowledge of each individual person becomes the basis of the life of the whole society, the most important factor in economic growth and a strategic resource. And education thereby turns into a direct productive force, creating the basis of the economy of the information society (Степаненко, Д., Копилова, Т., 2018).

The socio-cultural changes taking place in our country today irrefutably show that the existing education does not meet the urgent needs of society. It does not fully prepare graduates for successful work. Therefore, today, higher education institutions are starting to form new training programs that are aimed not only at acquiring a greater number of professional competencies, but also at increasing students motivation to work in the future according to the profile of their education, because today, for various reasons, students often do not feel like working in the profile of the specialty acquired in a higher educational institution. In addition, they are not aware of the career opportunities that can be obtained in a particular company. In this regard, higher education institutions, attracting representatives of a potential employer to communicate with students, provide an opportunity to bring information to students: how they can move up the career ladder in enterprises and institutions of a particular industry.

A necessary tool for a modern teacher of a higher educational institution is educational technology. As you know, they have enormous potential for enhancing professional skills and achieving the goals that society sets for the modern education system – to prepare the young generation for independent life and professional activity as citizens with a high degree of personal maturity, focused on humanistic values in solving any problems capable of critical evaluation and presentation of their achievements in practice (Іванова, В., Тамбовцев, Г., 2019).

In order to effectively introduce new educational technologies into the practice of higher education institutions, a scientific analysis of their capabilities and potential is required, and for further improvement or development of subsequent ones, it is important to quickly master and skillfully apply the design methodology (Бойко, А. І., 2015).

One of the distinguishing features of modern educational technologies is a change in the nature of the activity and interaction of the subjects of the educational process, a change of priorities – from the transfer of knowledge to the creation of conditions for a more complete realization of personal potential and the manifestation of subjective properties in educational-cognitive, information-retrieval, research, educational – professional or control and assessment activities (Федорчук, Е. І., 2006). It is important to take into account the above, first of all, in the educational process using new teaching technologies (modular, problematic, contextual, personality-oriented learning technology, training in collaboration).

It is known that the organization of the educational process in a university is not limited to direct contact of subjects in the classroom schedule. A special role is played by technologies used by subjects (students and teachers) in working with educational, scientific, professional and other plan information in the educational environment, at home, in the library. This explains the relevance of not only new information technologies in solving educational problems, but also technologies for organizing independent work, working with educational literature, which must be actively applied.

The sphere of education as a kind of social practice feels the influence of science, culture, economics, politics and technology during their development. The influence of integral political, economic, socio-cultural and scientific-technical factors, which manifest themselves in the form of trends, is especially noticeable (Стукалова, Т., 2014).

One of the trends is globalization. It is a process of overcoming the alienation of both the economy of any country from the world economy and the life of an individual from the life of the human race as a whole; therefore, it is characterized by the processes of formation and harmonization of a multidimensional world in all forms of manifestation. The pulling of the economy of any country into the world economy is an important, but not the only element of this process. Apparently, globalization is a large-scale phenomenon that has far from exhausted its capabilities. This applies to both positive and negative manifestations and properties. And this means that ahead of mankind there are many new difficulties and tests in connection with the deepening of globalization (Воронкова, В. Г., 2017).

To a large extent, globalization is manifested in the informatization of society, the liberalization of the world economy, the interdependence of the economy and security of all countries.

Of particular interest is the global informatization of society, which initiates the formation of an information and communication environment, making accessible information of any kind for every person. This opportunity is provided by means of information technologies, thanks to which a person is able to acquire, save information, work with any information, apply it creatively in life, training and professional activities, as well as participate in the search and creation of new knowledge and the development of high technologies. As a result, the role of education is strengthened through the development and application of information technologies in the educational process and various technologies for working with educational, scientific or professional information.

The formation of the information society is connected with the processes of mass social and intercultural communication, openness to new knowledge and new technologies, new views and cultures, new conditions of life and work, new ways of communication and means of realizing creative potential.

The optimal way to master any, including social, communicative technologies is provided by the education system. As a result, the need for the development of new social and communicative technologies and their active application in modern educational practice is becoming more acute.

Today, the prerogative of training in the information-educational environment is self-education, which involves building your image in the intellectual, communicative, emotional-value and other fields. And at the same time, in order to learn independently, a student must have certain qualities:

- flexibly adapt to existing conditions, be able to independently determine the need for knowledge, acquire and use them in practice;
- possess critical thinking, that is, be able to see problems, look for ways to rationally solve them, be able to independently put forward new ideas, think creatively;
- work with information (collect, analyze, summarize, compare, draw conclusions, highlight patterns and so on) in order to identify and solve problems (Бурлука, О. В., 2018).

Important for students today is the ability to work in a team – both real and virtual, given the fact that almost any problem requires a comprehensive analysis and joint solution. In accordance with this, the student must possess the qualities necessary for communication: sociability, contact, tolerance. This necessitates the transfer of emphasis from assimilation of knowledge to independent

information handling. It is in the university with the active interaction with the educational information environment that students can develop these skills. A modern student should be able to set his own goal, determine the ways and means of achieving it, obtain, understand, select and apply the information necessary to solve a problem that has arisen, evaluate the success of achieving the goal and the effectiveness of using available means for this (Fig. 1).

And the work of the faculty also requires changes, because to learn as taught before, simply does not work. It is not enough just to use the information and communication technologies of training simply because they exist. Education needs to be reoriented from the end result to the process of preparing students for information handling.

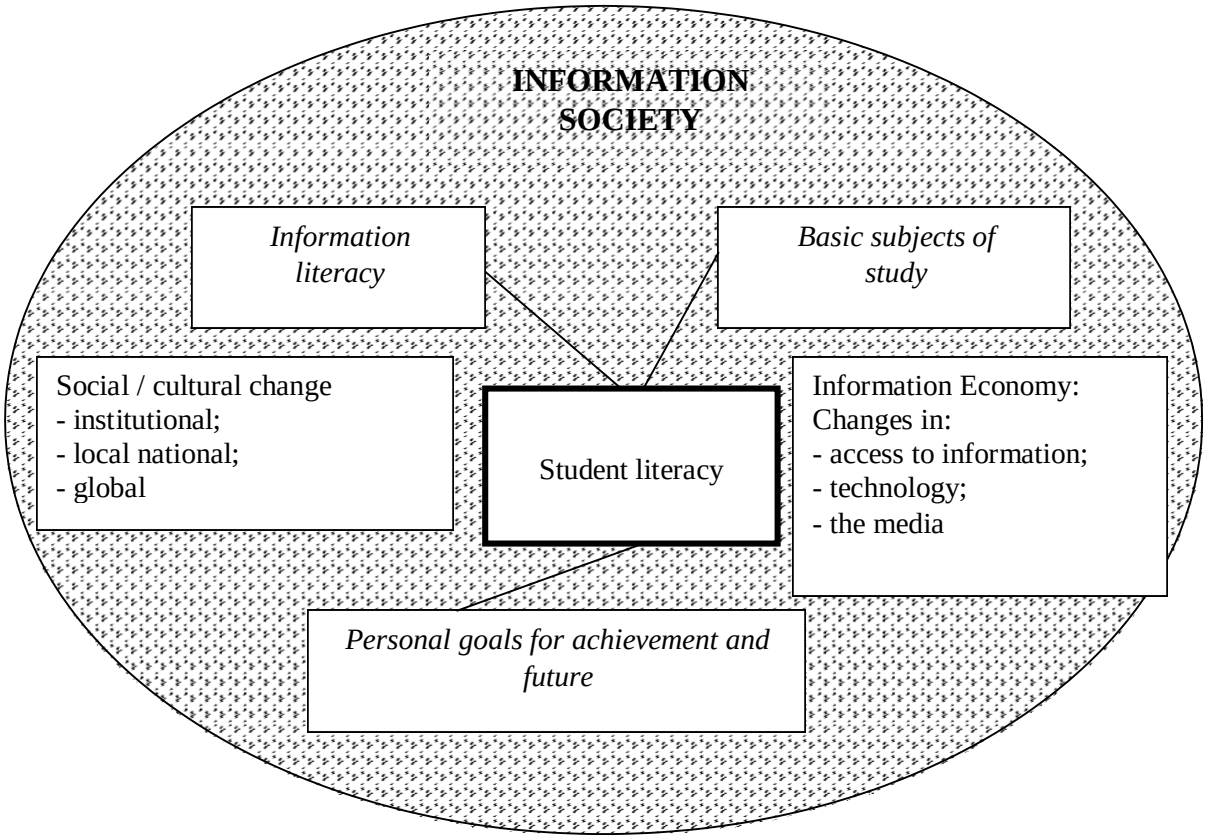

Fig. 1. Informative literate student in an informative suspension
Source: Bill Johnston, Sheila Webber, 2003

All of the above to a large extent also applies to the issue of training masters and graduate students. The focus of training at present, in particular, of graduate students mainly on the study of a scientific problem, the formation of skills in research work and the assimilation of general pedagogical knowledge does not fully contribute to their formation in the future as university teachers. We will observe a similar situation for a long time if a professionally developing environment is not created in a timely manner that promotes the positioning of the graduate student as a future university teacher.

The problem, in our opinion, lies in the fact that in the preparation of professional teachers, a methodological analysis of the specifics of the content and tasks of their professional and pedagogical activities is not carried out, the features of the methods of training, education and development of students are not considered in detail. This is due to the lack of critical understanding of the theory and practice of special professional training of a university teacher.

The current situation is characterized by unsystematic scientific and scientific-pedagogical training of the future teacher, as a result of which masters and graduate students have superficial knowledge about the essence of their future professional-pedagogical activity, and the fragmentary foundations of professional culture are being laid. Often they are subsequently forced to achieve

professional competence on their own, building the process of self-education. At the same time, they themselves have to master the basics of professional pedagogical activity in higher education or rely on measures for retraining and advanced training of scientific and pedagogical workers.

Scientists and practitioners today note a significant increase in the role of education, especially higher education, in solving social, economic, political, environmental and other problems in Ukraine, including the global problems of our time. This is due to many circumstances. In particular, education is becoming a powerful factor in changing the whole society and an individual, ensuring its high mobility and at the same time integration into various social groups, contributing to the development of information, social, communicative technologies, their active use in educational practice.

Further, universities as social institutions for training the political, economic, cultural, scientific and professional elite, highly qualified professional cadres for all spheres of social practice become simultaneously in the broad sense of the word scientific and cultural centres.

And at the same time, universities today are faced with the need to ensure high quality educational results without special financial investments from the state by searching for internal reserves of the system itself, and this is possible only with the active introduction of modern teaching methods and technologies into the educational process. The search for new technologies is associated with the appearance in modern educational institutions of modern technology for working with educational and scientific information (computers, the Internet, multimedia, audio, video equipment) and the need to use it effectively and efficiently. And finally, in modern universities of Ukraine, not only educational problems have become more complex, but also the requirements for the intensification and quality of work of university teachers. Today in the pedagogical literature the concept of «electronic textbook» is widely used. Currently, the electronic textbook is considered as a full-fledged educational publication that does not require a print supplement. «An electronic textbook is a comprehensive training program system that ensures the continuity and completeness of the didactic cycle of the learning process» (Федорчук, В.В., 2012).

Theoretical material is presented in an electronic textbook, conditions for training educational activities and control of the level of knowledge are created, the possibility of information retrieval activity, mathematical and simulation modelling with computer visualization is provided. Electronic textbooks are multimedia – they can use video clips and audio recordings, good quality illustrations, diagrams, tables, as well as animation elements. Thus, an electronic textbook can simultaneously transmit various types of information. Many processes and objects in an electronic textbook can be represented in the dynamics of development, as well as in the form of two or three-dimensional models (Єсіна, О. Г., Лінгур, Л. М., 2011).

The optimization of the reform process of modern education is associated, first of all, with the updating of software and technology, based on new information, social and educational technologies as new opportunities in preparing young people for independent life and activities, their professional and personal development, which is associated with the educational phenomenon Wednesday. The significance of the problem of the formation of an innovative, informational, communicative, multicultural, environmentally sound, humanitarian environment by means of modern technologies in a university is that such an environment acts as an integrating factor in all aspects of the organization of education – value-based, goal-oriented, substantive-processual, resource-management.

Active use of modern information, social, communication and other types of technologies in educational practice will achieve certain results:

- improve the quality of the educational process, make learning and communication comfortable. The introduction of modern educational technologies is able to provide such an increase. At the same time, the measure of responsibility of the faculty for educational results and the process of achieving them is increasing;
- optimize the costs of providing the educational process. An effectively organized educational process reduces the burden on the teacher and student, allows you to optimize

university resources, reduces the time for reproductive work, and reduces the relative cost of publishing printed teaching materials;

- improve the general culture of the young generation in working with information, technology and people, making it successful and tolerant in life and profession. The possession of common competencies (educational, social, communicative, personal) will increase the willingness of young people to learn throughout their lives and learn new professions, correlate their own interests and the interests of various social groups to cooperate, competently organize not only their own activities, manage themselves, their own lives, but also to be successful in joint activities (Воронкова, В. Г., 2017)

In general, the following can be attributed to the socio-psychological prerequisites for the emergence and active use of new educational technologies in educational practice (Федорчук, Е. І., 2006).

- the complication of the social order for educational institutions – the training of not only self-minded citizens, highly qualified specialists competent in the field of future professional activity, but also highly moral, spiritually developed and ready for innovation, joint activities, communication and cooperation, work in unstable and rapidly changing conditions with manifestation of initiative and creativity;
- approval of the humanistic priority for educational purposes – personal and professional development of the future citizen and specialist in the implementation and assimilation of the state educational standard
- humanitarianization of the educational environment in unity with actively developing modern information and other innovative educational technologies.

At the same time, it should be noted that understanding the learning process in the information society does not require a complete rejection of traditional didactic representations, but requires their development, consideration from new positions, including from the perspective of various didactic approaches.

Thus, no matter how society develops, the influence that the information and educational space has on the learning process of an individual is already visible. This is training, built on the basis of the competency-based approach, carried out in the information and educational environment, training, in which two practically equal partners actively participate: a teacher and a student (Горпиченко, М. В., 2012).

As a consequence, a distinctive feature of a modern university teacher should be a constant desire for a theoretical generalization of empirical facts. The description of the phenomena of the surrounding reality with the help of scientific terminology will testify to the development of the scientific thinking of the teacher, his need to master, explore the causes of the observed physical, mental, social phenomena. The intellectual abilities of a teacher are partly a means of educating students, serve as an example of professionalism. The ability of a university teacher to deep intellectual activity can be a criterion of his professional solvency in the process of proper solution of educational problems.

Every teacher today must understand that information technology makes knowledge accessible to a wide range of people. Therefore, the teacher is already required not so much the transfer of knowledge, but how to help the student in organizing self-education. That is, the student must see the contours of the general, basic core of education and understand how and where to look for the necessary knowledge, how to build his own educational path, what training programs and subjects to choose. Naturally, the teacher himself must first of all possess all these skills. After all, the level of the university is determined by the level of the faculty (Бурлука, О. В., 2018).

The ongoing changes in the system of higher education in Ukraine demonstrate the particular importance of the problem of professionalism of the teaching staff, which largely determines the quality of training of a demanded qualified specialist for the developing labour market (Суханова, Г. П., Ушаков, В. С., 2018).

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ANNOTATION

Part 1. SOCIAL AND HUMANITARIAN ASPECTS OF DIGITAL SOCIETY BECOMING

1.1. Yuliia Karachun. FUNCTIONAL ASPECT OF COMPOUN TERM-NOUNS IN ENGLISH TEXTS ON ELECTRICAL ENGINEERING

The study focuses on research of functional aspect of compound term-nouns in English texts on electrical engineering. The main common functions performed by compound term-nouns in scientific and technical texts on electrical engineering are identified and analyzed, among which are nominative, the essence of which is to name certain concepts, processes and phenomena in the analyzed field; refinement is responsible for a clear, accurate, correct interpretation of the value of the compound term-nouns; communicative, lies in the ability of compound term-nouns to provide the transmission of maximum scientific information at a minimal amount to public; sense of word-building function is in the ability of compound term-nouns to be the base for the formation of new terminological units; syntactic function is based on the syntactic approach by which the compound term-noun is the result of the transformation of deployed syntactic constructions or word combinations; text-building function of compound term-nouns is realized in their ability to be a building material, a significant content component of the compositional organization of scientific and technical texts; function of the compound term-nouns to perform a compressive function is based on the need of the society to express certain concepts in a concise, economical and rational form for the transmission of large amount of information; under pragmatic function we mean special use of the compound term-noun by addresser taking into account age, profession, social status etc.

1.2. Maksym Borozenets. SOCIO-HUMANITARIAN DIMENSIONS OF THE QUALITY OF URBAN PUBLIC TRANSPORT SERVICES IN THE CONTEXT OF THE EMERGING DIGITAL ECONOMY AND INFORMATION SOCIETY

The study has substantiated the social and humanitarian dimensions of quality of public transport services in the conditions of digital economy and information society formation, namely, it has been proved that the person, who stands for the highest value of society, receives the proper quality of services only if the dynamics are predicted. Given the need for a combination of subjective and objective factors that shape the expected quality, we envisage the principles of generalizing an indicator of the quality of public transit services. The obtained integral quality index, expressed in relative units of measure, is considered to be an independent variable or factoring feature in the experimental logistic relationship between the satisfaction index and the integral quality of service indicator.

1.3. Oksana Voznyuk, Anna Shayner. GLOBAL INFORMATIZATION OF HIGHER TECHNICAL EDUCATION AS A COMPONENT OF HUMANIZATION OF PROFESSIONAL CULTURE

The current state of informatization of society and informatization of education is analyzed. The need to humanize the professional culture of the future specialist as a consequence of the development of information educational technologies has been established. There is a correlation between informatics in higher technical education and the need to improve professional skills. The influence of the development of information technologies on changes in the professional culture of specialists in the technical field is determined. The analysis of scientific and pedagogical literature

is carried out in accordance with the topic of the research. The concepts of "informatization of higher technical education", "humanization", "professional culture" are covered. Informatization as a global process and its peculiarities in the educational space is investigated. The specifics of education informatization are studied. The elements of professional culture of a specialist are highlighted. The most characteristic features of the professional culture of a specialist are outlined. The emphasis is on identifying the essence of informatization and analyzing its definitions. The features of humanization of higher technical education are considered. The place of informatization in the system of humanistic values has been clarified.

1.4. Olha Zhvava. FEATURES OF STUDYING UKRAINIAN LANGUAGE AS FOREIGN BY INDIAN STUDENTS OF THE ENGLISH FORM STUDY

In the article the author made an attempt to point out the main difficulties teachers of Ukrainian as a foreign language face. Listed types of speech activity, as well the most important problems are thematic divergence o f educational program o f Ukrainian as a foreign language and those of -manuals and textbooks on the subject, maintaining skills o f Ukrainian language norm and typology o f mistakes the learners make while studying English. Some examples of dialogues and a presentation snippet that can be used in the learning process are given.

1.5. Dmytro Zhvavyi. SOME ASPECTS OF STUDYING POWER FITNESS BY STUDENTS OF SPECIALTY "PHYSICAL CULTURE AND SPORTS"

In the article the author made an attempt to point out the main difficulties by physical education teachers in the training of qualified fitness trainers during the educational process. The tasks for future specialists are outlined. The classification of fitness programs is mentioned. Some kinds of power fitness are considered, as bodybuilding, crossfit, shaping, superstrong, pump aerobics.

1.6. Nataliia Ivasyshyna. DEVELOPMENT OF COMMUNICATION MANAGEMENT IN TOURISM

The article describes the communication processes in tourism industry and the main stages in the development of communication theory. The specificity and the main functions of communicative management in tourism are analyzed. The communicative management essence is revealed as a factor in improving the economic systems management. The situational model of communication management is proposed. In order to increase the effectiveness of internal communication in groups and in the organization as a whole, communication networks are constructed, the features of which depend on the nature of the tasks being solved and the management style. In order to increase the internal communication effectiveness in groups and in organization entirely communication networks are constructed, the features of which depend on the tasks being solved and its management style.

1.7. Raisa Kozhukhivska. USE OF INTERNET TECHNOLOGIES IN THE MARKETING ACTIVITIES OF THE TOURISM ENTERPRISES

With the increasing role of non-price forms of competition and the rapid development of information technologies, an effective communication system becomes a key factor in ensuring the competitiveness of tourism industry enterprises, both domestical and international markets. In the context of competition, there is a growing requirement to improve the mechanism of promotion of tourist services, which necessitates the search for the most effective tools of communicative influence on the market and consumers.

The article investigates and analyzes theoretical provisions and practical aspects of using the Internet and Internet-technologies in tourism, identifies the advantages and disadvantages of using Internet technologies in the marketing activities of tourism enterprises.

1.8. Hanna Matkovska. SPECIFICS OF REPRESENTING CHARACTER'S VOICE IN THE ENGLISH MODERNIST TEXT

The article delves into the linguistic specifics of characters' voice representation in the English literary fiction. The case-study of the novel "Orlando. A Biography" by Virginia Woolf reveals the peculiar nature of convergence of the linguistic means expressing characters' voice. The narrator's and character's discourses intertwine constituting the literary narrative texts. Being subordinate to the narrator's discourse, characters' speech is represented by a variety of linguistic means, classified according to the degree of merging into narration, ranging from purely diegetic forms (narrative reports of speech / thought / writing) to mimetic ones (direct speech / thought / writing). Having taken into account a variety of media, employed in the process of communication in the narrative, the characters' speech is divided into three subcategories, namely speech proper, thought and writing.

1.9. Anna Nabok. REVITALIZING ANCIENT PATHOS IN ENGLISH INTERNET MEDIA DISCOURSE (BASED ON MATERIALS OF BBC NEWS TEXTS)

The article is focused on the research of ancient pathos as a means of influence being rethought in English Internet media discourse. The influence of media on the life and views of modern society provokes the revival of rhetorical pathos through bringing forward author`s views in the news stories. It has been proven that news texts as the most common type of media discourse verbalize the appeal to pathos at the level of news articles, being structured according to the evaluative strategy and the tactics, which are subordinate to it. The analysis of English Internet news texts enables us to single out nominative units representing author`s subjective perspective and world construal in the aspect of evaluation.

1.10. Yurii Otrosh, Andrii Kovalov, Albina Haponova. INVESTIGATION OF THE STRENGTH OF STEEL REINFORCEMENT OF OPERATED STRUCTURES BY THE METHOD OF "THREAD CUT"

The problem of operation of structures, structures and machines, which are faced by all countries, is of particular importance for Ukraine because of the difficult economic and financial situation. Particular attention is paid to the issues of managing the operational reliability and durability of facilities by determining their technical condition and residual life. As a result of anthropogenic accidents or catastrophes, an emergency situation arises which causes a sudden loss of life or damage to people. The determination of the strength of the structures used is proposed based on the results of the survey, followed by the results obtained to simulate the technical condition of the PC and check the calculation of structures. Assessment and prediction of the technical condition of structures of structures is performed on the basis of the data obtained from the survey data on the characteristics of the materials and structures used. The method of local destruction of the "thread cut" is analyzed, the stress of the deformed state of the thread turns is modelled.

1.11. Larysa Radkevych. DIGITAL BRANDING AS THE BASIC CONSTRUCTION OF CREATING THE HUMANITY OF THE BRAND

The paper substantiates the scientific and methodical approach to the formation of the digital branding system. This is due to the reactive spread of the practice of using branding theory in digital marketing, increasing the dominance of Internet communications in building a brand. The change of the paradigm of investment in business development in favor of investing in a brand is substantiated.

1.12. Tetiana Sergiienko. FEATURES OF FORMATION OF INFORMATION SOCIETY IN UKRAINE IN THE CONDITIONS OF HYBRID PEACE AND WAR

In this study, on the basis of the analysis of scientific literature, both domestic and foreign researchers, the analysis of the peculiarities of development of modern information society is conducted. The definition of the conceptual and categorical apparatus of «information society» is given. It is substantiated that with the use of information technologies in modern conditions the consciousness of society is manipulated. Methods of manipulative influence on consciousness of modern society are considered. It has been proved that mass communications and their influence on political processes are decisive in the management of modern society. In this case, the mass media are the direct carriers of any information. Communication in modern society is understood as the transmission of various data and messages that have direct information impact and psychological compulsion.

1.13. Yana Topolnyk. DEVELOPMENT OF INFORMATIVE ASSISTANCE THAT FEATURES OF ESTABLISHING THE PRIMARY MEDIUM OF NOW HAVING A PURCHASE OF VISIT

The article is devoted to the problem of information society development in Ukraine. It shows the urgency and necessity of formation of competent specialists who are fluent in information technologies and expediently use them in carrying out scientific research. The author analyzed the main provisions of the state documents on the development of the information society and creation of the digital economy in Ukraine. The article describes the key directions and requirements for informatization of national higher education. It is emphasized that the implementation of these requirements will ensure the effectiveness of the educational process.

1.14. Tetiana Sharhun, Andrii Potseluiko, Antonina Muntian. INFLUENCE OF INFORMATION-COMMUNICATION TECHNOLOGIES DEVELOPMENT ON HUMANITARIAN EDUCATION

In the article the main tendencies of information-communication technologies influence on humanitarian education on the basis of scientific sources analysis are investigated. It is found out that informatization is a link between humanitarian and natural science disciplines. It is shown that the new information environment conforms to the urgent needs of humanitarian education and may be used in the educational process. The important influence of information technologies on the development of individual and distance education and self-education in particular, and through them on the activization of a personal oriented approach introduction is marked. It is indicated that the basic principles of personal oriented studying are its individualization and differentiation. It is established that computer competence is one of the information culture components of the educational process participants.

Part 2. PSYCHOLOGICAL AND EDUCATIONAL ASPECTS OF THE DIGITAL SOCIETY DEVELOPMENT

2.1. Oleksandr Nepsha, Larysa Prokhorova, Svitlana Hryshko, Valentina Ivanova, Tatyana Zavyalova. HIGHER EDUCATION IN AN INFORMATION SOCIETY ENVIRONMENT

The main characteristic of the information society is that the majority of the population is involved in the production of knowledge. The educational level of the person plays a significant role, as the information society places high demands on both the educational level of each individual and the institute of education as a whole. Higher education is a necessary prerequisite for raising the social status and obtaining the personality of the desired place in the modern society. Thus, the centre of social organization, the main social institution is the higher school as a centre of production, processing and accumulation of knowledge. It should be noted that in the information

society, when information becomes of higher value and the information culture of a person – the determining factor of professional activity, requirements to the higher education system change, there is a significant increase in its status.

2.2. Svitlana Tiutiunnykova, Oksana Berveno. PRIORITY CHANGES IN THE EDUCATION SPHERE IN THE CONDITIONS OF DIGITAL TRANSFORMATION

The main directions of deployment and the features of the new technological revolution form the challenges of the modern education system. An effective answer to these challenges concerns the transformation of both the substantive and structural components of the education system, the search for new forms and methods of training. Digital literacy is becoming a key factor in the adaptation of man and society to new realities. Today it is not enough to identify emerging problems, it is important to find ways to solve them, it is moving from existing knowledge to new knowledge through awareness of ignorance. Only an advanced education that integrates scientific, technical and humanitarian knowledge can solve such a problem.

2.3. Natalia Afanasieva, Natalia Mirshavka. PSYCHOLOGICAL MECHANISMS OF EMOTIONAL STRESS CORRECTION

The article presents a meaningful and thorough analysis of the problem of stress, mechanisms of correction of its negative consequences and the formation of stress resistance of a specialist who performs activities in special and extreme conditions. The results of an empirical study of the level of emotional stress in rescuers with different work experience are analyze. It has been proven that the increase in professional experience is related to the increase in emotional burnout, anxiety, asthenia, phobias and autonomic disorders; there is a significant increase in neuro-psychic tension and severity of asthenic conditions; decrease in interest in professional activity, other people, life in general; a significant decrease in emotional tone and an increase in overall tension. To overcome the negative effects of emotional stress and the formation of stress resistance was developed and tested program of psychological training, psych technology which helped to remove emotional tension, the development and stabilization of internal harmony, the correction of emotional and behavioral professional stereotypes, mood and mood.

2.4. Inna Borkovska. PERSONAL DEVELOPMENT OF THE LAW STUDENTS IN THE INFORMATION SOCIETY

The article is devoted to the analysis of the problems connected with the Internet as a driving force in the development of the information society, where information exchange of participants of public relations as "citizens of the world" is carried out. The proposed article defines the role of social networks in contemporary communication among students and provides their main benefits. Besides, "media behavior" and "Internet behavior" of a person in the conditions of information society are considered. Attention is paid to the specificity of e-learning, which is connected with the concept of continuous education. The importance of continuing education for law professionals is outlined. The research paper contains a practical analysis of the importance of the Internet in the education and self-education of law students. Comparative statistics is presented for first, second and third year law students who participated in a survey on the importance of the Internet in their studies and development.

2.5. Anna Kolchyhina, Yuliia Bilotserkivska. THE PROBLEM OF BULLYING IN THE MODERN INFORMATION SOCIETY

The article analyzes and generalizes views on the phenomenon of bullying in the scientific researches of the present, methods of studying and analyzing this problem, methods of combating and counteracting bullying. The individually-psychological features of adolescents who are prone and inclined to bullying have been empirically investigated. Conclusions have been made regarding self-esteem, aggression, conflict, anxiety of the modern teenager, defining the prospect of further research and providing psychological recommendations on counteracting bullying in the modern information society.

2.6. Olha Lunhol, Liudmyla Sukhovirska, Polina Kovalenko, Vasyl Bolilyi. MODERN TRENDS IN DISTANCE LEARNING IN HIGHER EDUCATION INSTITUTIONS

The article is devoted to the study of the introduction of distance learning in educational institutions in general, and in higher medical education institutions in particular. Approaches to creation and ways of realization of distance learning in the works of domestic and foreign scientists are analyzed. The authors of the article describe the pedagogical experience of implementing distance learning at Donetsk National Medical University. The algorithms, features and examples of using the site of the educational institution, the site of the Department "DNMU Resource Center for Medical Physics and Informatics", YouTube channel, educational project "Naurok" (For a lesson), the online platform LearningApps.org, Quizizz and Kahoot services, Telegram messenger, a Google Classroom educational online tool are described. The authors of the article also focus on the problematic issues of distance learning.

2.7. Tetiana Miier, Larysa Holodiuk. SOCIAL, ADMINISTRATIVE AND EDUCATIONAL DIMENSIONS OF THE "HUMAN – SUBJECT OF ECONOMIC LIFE" PHENOMENON UNDER CONDITIONS OF INFORMATION SOCIETY TRANSITION TO A NEW LEVEL OF DEVELOPMENT

The information society transition to a new level of development in the triad of genesis processes of "incipience – formation – development" causes a lot of changes: the formation of a knowledge society; intensive development of the information space by using the resources of the active information space, the inactive information space of the future and the inactive information space of the past; formation of person's purpose as labor potential and human capital. These changes actualize the processes of formation and development of the human as subject of economic life. Consideration of these processes in the social, administrative and educational dimensions makes it possible to single out a number of dominant features of the present – it is the growing dominant role of computer communication; management focusing on combining the interests of individuals with the interests of the organization and its strategic goals is important; engaging social management as human resource management; personal development of human; formation and development of ICT competence in the system of continuous education.

2.8. Iryna Ostopolets, Tetiana Ulianova, Iryna Kurilchenko. MENTAL DEPRIVATION IN QUARANTINE AND INSULATION CONDITIONS IN CONNECTION WITH COVID-19

The article deals with the essence of mental deprivation, its varieties, levels of development, forms and manifestations. The influence of isolation and mental deprivation on the state of health, well-being, physical and psychological health, communication and human life in general is presented. The issues faced by people in the quarantine period while in isolation are highlighted. Some aspects of the adaptive mechanism for self-organization and prevention of conflicts and depressive states have been identified.

2.9. Svitlana Parfilova, Olha Shapovalova, Yevdokiia Kharkova, Olena Gavrilo. PEDAGOGICAL MODELING OF JUNIOR SCHOOLCHILDREN'S COGNITIVE MOTIVATION FORMATION

The article is devoted to consideration of a number of conceptual provisions related to modelling of junior schoolchildren's cognitive motivation formation in the process of educational and search activities. The methodological basis is theories of scientific cognition and personality development. The elements of the structural-logical model include components of cognitive motivation, organization of educational and search activities and pedagogical conditions for the formation of pupils' cognitive motivation, directly related to its effectiveness. The prospects for further scientific research are related to the extension of the age range of the studied contingent and to the coverage of other subject areas.

2.10. Yurii Smakovskii. THE ESSENCE OF "CULTURE" AND "PEDAGOGICAL CULTURE" IN THE CONTEXT OF MODERN TRAINING OF FUTURE TEACHERS

The article deals with the problem of “culture” and “pedagogical culture” of future teachers in modern society. The content of concepts and different approaches to their interpretation are considered. The role of culture in the professional training of future teachers is determined. Theoretical approaches to the nature and content of pedagogical culture are analyzed. Emphasis is placed on the structure of pedagogical culture and its characteristic features. The components of pedagogical culture are interconnected and interdependent in unity. Teaching culture is presented as one of the specialized types of general personality culture. The important role and influence of art on shaping the culture of the future teacher is outlined.

Part 3. MODERN ISSUES OF THE DIGITAL ECONOMY DEVELOPMENT

3.1. Maria Grygorak, Nataliia Trushkina. INTRODUCTION OF PURCHASE MANAGEMENT INFORMATION SYSTEMS AND PARTNERSHIP RELATIONS WITH SUPPLIERS

In today's dynamic development of the digital economy, the problem of using digital technologies as a tool for managing the logistics of enterprises, including managing relationships with suppliers, is actualized. The study found that in order to optimize business processes and reduce the cost of logistics in the activities of enterprises it is advisable to implement an information system SRM, the essence of which is to constantly analyze the procurement activity, improve the efficiency of suppliers, support the negotiations with potential suppliers, contract management, the use of tools to choose the best supplier to meet the needs of the company in material resources.

3.2. Oksana Dankeieva. EVALUATION OF MARKETING ACTIVITY OF TRADING ENTERPRISES

The work is devoted to research aspects of the application of the analytic hierarchy process for evaluating marketing activity of commercial enterprises. Presented and the explained of components and elements of the marketing activity of commercial enterprises. The complex index and a comprehensive score of marketing activity of the studied groups of trading enterprises are calculated. Strengths and weaknesses in marketing activity of the studied groups of trading enterprises are revealed. The algorithm for solving the problem is implemented using the tools of the MS Excel software application.

3.3. Liliia Kustrich. INFORMATION TECHNOLOGIES AND DIGITALIZATION IN LOGISTICS

Global processes of globalization and integration lead to the increased use of information technologies in the activities of enterprises, particularly logistics. Informatization and digitalization of logistics makes it possible to increase the efficiency of operation of the transport complex to provide high quality services.

During the study were identified key aspects of the implementation of the information technology system and outlined the basic principles for implementing the elements of digitalization in the field of logistics. It was stated that the formation of the digital logistics system should be based on the implementation of a client-oriented mechanism of economic systems development, in particular on the principles of digital interaction and data flows necessary for obtaining network effect in solving operational and strategic tasks. It is stated that the prerequisite for the operation of the digital logistics system is the development of a technical and technological basis, which includes vehicles, technical devices, linear communications and automation of operations.

3.4. Viktor Morozov, Anna Kolomietc. USING A VALUE APPROACH FOR MANAGING INNOVATIVE PROJECTS

The issues of applying the knowledge system for managing innovative projects and programs to stimulate and improve innovation activity in Ukraine are studied. The main directions of innovation activity of domestic enterprises, the reasons for failures to bring new products to the market are identified and analyzed. The types of innovation by which innovative activity is carried out at such enterprises are highlighted. The issues of development and application of new models to the innovative projects management based on the value approach are considered. For this purpose, it is proposed to use the model of scientific cooperation on the basis of franchising in terms of value-maximizing for all project and program stakeholders, which is based on a comprehensive systematic approach to determine the state of activity in the innovation project.

3.5. Alina Pylchenko. METHODS OF ASSESSMENT OF THE EFFICIENCY OF USE OF INFORMATION TECHNOLOGIES AT THE TOURIST INDUSTRY ENTERPRISES

The article describes the main aspects and analyzes the existing methods of evaluating the effectiveness of enterprise activity management.

A number of actions are proposed to determine the evaluation of the efficiency of the enterprise information system, taking into account the specificity of the tourism business.

3.6. Svitlana Svirko, Kateryna Shymanska. ECONOMY DIGITALIZATION AS A GEO-ECONOMIC TRANSFORMATIONS VECTOR AND A FACTOR OF INTERNATIONAL TRADE DEVELOPMENT

This study focuses on defining the place and significance of economy digitizing as a vector of geo-economic transformation and its relation to the international trade development. The geo-economic transformation vectors include the virtualization of social, economic, political, cultural and other human being spheres, as well as structural changes in domestic economies and the world economy in connection with rapid scientific and technological development and innovations. The trends of digital economy development are described and its influence on the international trade development trends is determined.

3.7. Yana Suchikova, Olena Taranukha, Magdalena Wierzbik-Strońska. QUALITY CRITERIA TREE AS THE MAIN METHOD OF QUALIMETRY

The article analyzes the basic method of qualimetry in assessing the quality level – the method of constructing of quality criteria tree. It is shown that this method is universal and can be used in evaluating phenomena, events, goods, services, etc. The main specificity of the method is the breakdown into simpler indices that make up the layers of the tree. This allows us to fully evaluate the quality metrics and alternatives available.

The application of the method of quality criteria tree is appropriate in economic, social, political, educational, technological processes. The versatility and simplicity of this method allows it to remain the main method of qualimetry.

3.8. Iryna Topalova. DIGITAL TRANSFORMATION OF SOCIO-ECONOMIC SYSTEMS (REGIONS) OF UKRAINE

The essence of digital transformation of socio-economic systems is revealed in the article. The conceptual categorical apparatus has given; identified a number of problems that impeded the rapid digital transformation of both business entities and regions as socio-economic systems; identified processes involved in digital transformation; the principles of digital transformation in the region has analyzed; outlines the benefits of digital transformation, both at the level of business entities and the socio-economic systems themselves; digital platforms have been characterized and their benefits identified.

ABOUT THE AUTHORS

Part 1. SOCIAL AND HUMANITARIAN ASPECTS OF DIGITAL SOCIETY BECOMING

1.1. Yuliia Karachun – PhD in Philology, Teacher, National Technical University of Ukraine „Igor Sikorsky Kyiv Polytechnic Institute“, Kyiv, Ukraine

1.2. Maksym Borozenets – Postgraduate Student, National Academy of Public Administration under the President of Ukraine, Kyiv, Ukraine

1.3. Oksana Voznyuk – PhD of Pedagogical Sciences, Associate Professor, Lviv Branch of Dnipro National University of Railway Transport named after Academician V. Lazaryan, Lviv, Ukraine
Anna Shayner – PhD of Pedagogical Sciences, Associate Professor, Lviv Polytechnic National University, Lviv, Ukraine

1.4. Olha Zhvava – Associate Professor, Petro Mohyla Black Sea National University, Mykolayiv, Ukraine

1.5. Dmytro Zhvavyi – Lecturer, Petro Mohyla Black Sea National University, Mykolayiv, Ukraine

1.6. Nataliia Ivasyshyna – PhD in Economics, Associate Professor, National Transport University, Kyiv, Ukraine

1.7. Raisa Kozhukhivska – PhD in Economics, Associate Professor, Uman National University of Horticulture, Uman, Ukraine

1.8. Hanna Matkovska – PhD in Philology, Senior Lecturer, National Technical University of Ukraine ‘Igor Sikorsky Kyiv Polytechnic Institute’, Kyiv, Ukraine

1.9. Anna Nabok – PhD in Philology, Associate Professor, Academy of the State Penitentiary Service, Chernihiv, Ukraine

1.10. Yurii Otrosh – PhD of Technical Sciences, Associate Professor, National University of Civil Defence of Ukraine, Kharkiv, Ukraine
Andrii Kovalov – PhD of Technical Sciences, Senior Research Associate, Cherkasy Institute of Fire Safety named after Chernobyl Heroes of National University of Civil Defence of Ukraine, Cherkasy, Ukraine
Albina Haponova – Cadet, National University of Civil Defence of Ukraine, Kharkiv, Ukraine

1.11. Larysa Radkevych – PhD in Economics, Associate Professor, Odesa National Polytechnic University, Odesa, Ukraine

1.12. Tetiana Sergiienko – PhD of Political Science, Associate Professor, National University «Zaporizhzhia Polytechnic», Zaporizhzhia, Ukraine

1.13. Yana Topolnyk – Doctor of Pedagogical Sciences, Associate Professor, Donbass State Pedagogical University, Slovyansk, Ukraine

1.14. Tetiana Sharhun – Doctor of Pedagogical Sciences, Associate Professor, Lviv Branch of Dnipro National University of Railway Transport named after Academician V. Lazaryan, Lviv, Ukraine

Andrii Potseluiko – PhD of Philosophy, Associate Professor, Lviv Branch of Dnipro National University of Railway Transport named after Academician V. Lazaryan, Lviv, Ukraine

Antonina Muntian – PhD in Philology, Associate Professor, Dnipro National University of Railway Transport named after Academician V. Lazaryan, Dnipro, Ukraine

Part 2. PSYCHOLOGICAL AND EDUCATIONAL ASPECTS OF THE DIGITAL SOCIETY DEVELOPMENT

2.1. Oleksandr Nepsha – Senior Lecturer, Bogdan Khmelnitsky Melitopol State Pedagogical University, Melitopol, Ukraine

Larysa Prokhorova – PhD of Geological Sciences, Associate Professor, Bogdan Khmelnitsky Melitopol State Pedagogical University, Melitopol, Ukraine

Svitlana Hryshko – PhD of Geographical Sciences, Associate Professor, Bogdan Khmelnitsky Melitopol State Pedagogical University, Melitopol, Ukraine

Valentina Ivanova – Senior Lecturer, Bogdan Khmelnitsky Melitopol State Pedagogical University, Melitopol, Ukraine

Tatyana Zavyalova – Senior Lecturer, Bogdan Khmelnitsky Melitopol State Pedagogical University, Melitopol, Ukraine

2.2. Svitlana Tiutiunnykova – Doctor in Economics, Professor, V. N. Karazin Kharkiv National University, Kharkiv, Ukraine

Oksana Berveno – Doctor in Economics, Associate Professor, O. M. Beketov National University of Urban Economy, Kharkiv, Ukraine

2.3. Natalia Afanasieva – Doctor in Psychology, Associate Professor, National University of Civil Defence of Ukraine, Kharkiv, Ukraine

Natalia Mirshavka – Magister, National University of Civil Defence of Ukraine, Kharkiv, Ukraine

2.4. Inna Borkovska – PhD in Philology, Senior Lecturer, National Technical University of Ukraine “Igor Sikorsky Kyiv Polytechnic Institute”, Kyiv, Ukraine

2.5. Anna Kolchyhina – PhD in Psychology, Associate Professor, Ukrainian Engineering-Pedagogics Academy, Kharkiv, Ukraine

Yuliia Bilotserkivska – PhD in Psychology, Associate Professor, Ukrainian Engineering-Pedagogics Academy, Kharkiv, Ukraine

2.6. Olha Lunhol – PhD of Pedagogical Sciences, Senior Lecturer, Donetsk National Medical University, Kropyvnytskyi, Ukraine

Liudmyla Sukhovirska – PhD of Pedagogical Sciences, Associate Professor, Donetsk National Medical University, Kropyvnytskyi, Ukraine

Polina Kovalenko – Assistant, Donetsk National Medical University, Medical and Diagnostic Center of MRI ELIT LLC, Kropyvnytskyi, Ukraine

Vasyl Bolilyi – PhD of Physical and Mathematical Sciences, Associate Professor, Volodymyr Vynnychenko Central Ukrainian State Pedagogical University, Kropyvnytskyi, Ukraine

2.7. Tetiana Miier – Doctor of Pedagogical Sciences, Associate Professor, Borys Grinchenko Kyiv University, Kyiv, Ukraine

Larysa Holodiuk – Doctor of Pedagogical Sciences, Associate Professor, Municipal Institution "Kirovograd Regional IN-Service Teacher Training Institute named after Vasyl Sukhomlynsky", Kropyvnytskyi, Ukraine

2.8. Iryna Ostopolets – PhD in Psychology, Associate Professor, Donbass State Pedagogical University, Slovyansk, Ukraine

Tetiana Ulianova – PhD in Psychology, Lecturer, South Ukrainian National Pedagogical University named after K. D. Ushynsky, Odesa, Ukraine

Iryna Kurilchenko – PhD of Biological Sciences, Associate Professor, Donbass State Pedagogical University, Slovyansk, Ukraine

2.9. Svitlana Parfilova – PhD of Pedagogical Sciences, Associate Professor, Sumy State Pedagogical University named after A. S. Makarenko, Sumy, Ukraine

Olha Shapovalova – PhD of Pedagogical Sciences, Associate Professor, Sumy State Pedagogical University named after A. S. Makarenko, Sumy, Ukraine

Yevdokiia Kharkova – PhD of Pedagogical Sciences, Associate Professor, Sumy State Pedagogical University named after A. S. Makarenko, Sumy, Ukraine

Olena Gavrilo – PhD of Pedagogical Sciences, Associate Professor, Sumy State Pedagogical University named after A. S. Makarenko, Sumy, Ukraine

2.10. Yurii Smakovskii – PhD of Pedagogical Sciences, Berdyansk State Pedagogical University, Berdyansk, Ukraine

Part 3. MODERN ISSUES OF THE DIGITAL ECONOMY DEVELOPMENT

3.1. Maria Grygorak – Doctor in Economics, Associate Professor, National Aviation University, Kyiv, Ukraine

Nataliia Trushkina – Senior Research Fellow, Institute of Industrial Economics of NAS of Ukraine, Kyiv, Ukraine

3.2. Oksana Dankeieva – PhD in Economics, Senior Lecturer, Donetsk National University of Economics and Trade named after MykhayiloTugan-Baranovsky, Krivyi Rih, Ukraine

3.3. Liliia Kustrich – Doctor in Economics, Professor, Uman National University of Horticulture, Uman, Ukraine

3.4. Viktor Morozov – PhD of Technical Sciences, Professor, Taras Shevchenko National University of Kyiv, Kyiv, Ukraine

Anna Kolomietc – PhD in Economics, Assistent Taras Shevchenko National University of Kyiv, Kyiv, Ukraine

3.5. Alina Pylchenko – Degree Applicant, Assistant, National Transport University, Kyiv, Ukraine

3.6. Svitlana Svirko – Doctor in Economics, Professor, Zhytomyr Polytechnic State University, Zhytomyr, Ukraine

Kateryna Shymanska – Doctor in Economics, Associate Professor, Zhytomyr Polytechnic State University, Zhytomyr, Ukraine

3.7. Yana Suchikova – DSc, Associate Professor, Berdyansk State Pedagogical University, Berdyansk, Ukraine

Olena Taranukha – PhD in Economics, National Transport University, Kyiv, Ukraine

Magdalena Wierzbik-Strońska – Master, Katowice School of Technology, Katowice, Poland

3.8. Iryna Topalova – PhD in Economics, Associate Professor, Senior Research Fellow, Institute of Market Problems and Economic and Environmental Research of NAS of Ukraine, Odesa, Ukraine

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