

INNA CHERVINSKA, Doctor of Pedagogical Sciences, Professor, Professor of the Department of Pedagogy of Primary Education, Vasyl Stefanyk Precarpathian National University, Ukraine

ANNA STRUK, doctor of Pedagogical Sciences, professor department of Specialist Methods and Technologies of Elementary Education State Institution, Vasyl Stefanyk Precarpathian National University, Ukraine

OKSANA PRYTULIAK, candidate of medical sciences (Ph D), assistant of the department of internal medicine, Ivano-Frankivsk National Medical University, Ukraine

YAROSLAV NYKORAK, Deputy Director of the Ivano-Frankivsk Professional College, Vasyl Stefanyk Precarpathian National University, Ukraine

MEDIA TECHNOLOGIES AS AN EFFECTIVE TOOL IMPROVEMENT OF QUALITY OF THE EDUCATIONAL PROCESS IN INSTITUTIONS OF HIGHER EDUCATION

The authors of the publication note that the relevance of the research is due to fundamental changes in the educational field, which are caused by the modern interpretation of the goals and objectives of education, the development and implementation of new media technologies and information and digital resources.

It is indicated that media technologies and relevant media educational resources are rapidly developing, acquiring new forms and interpretations regarding their application in the educational process of higher education institutions.

The purpose of the research: based on the analysis of modern approaches of scientists to the outlined problem, reveal the essence of media technologies, describe their role and place in the process of modernization systems of higher education and improving the quality of the educational process.

Researchers emphasize that solving global problems of humanity, free movement of information and information services, unlimited access to mass media and their use for scientific and social progress and development of knowledge pose new challenges to education regarding its perception.

After all, it is the mass media that serve as a tool for the use and separation of knowledge, and become the leading factors in the socialization of a growing personality.

It is also worth pointing out that a thorough analysis of the content of mass media messages shows that the mass media increasingly use educational and

educational functions, since many information channels provide the user not only with popular publicly available information, but also with special knowledge.

It is indicated that institutions of higher education are faced with the task of preparing a comprehensively developed personality, a professional with well-formed critical thinking, capable of solving multifaceted tasks of professional activity, independently acquiring new knowledge throughout life, being able to adapt to constant changes and transformations.

The authors of the article note that media technologies can be effectively integrated into the educational content of all educational disciplines of an educational professional program of a certain level, subject to compliance with didactic and organizational requirements regarding the expediency of achieving the goals and implementation of the outlined tasks of media education.

And the ability to work with various types of media texts, to assess the quality and reliability of received information, to resist manipulative influence, and to form constructive media behavior acquires a key role in this process.

The article emphasizes the attention of researchers on the expression of the essence of modern media education. It is worth noting that media education means the process of forming media literacy through the analytical mastering of media materials with the help of mass media, the ultimate goal of which is the critical perception of media messages and the development of critical thinking among students of education.

The researchers conclude that modern media technologies can successfully combine a library repository of texts and textbooks, an electronic textbook on an academic discipline with a service for managing and evaluating student activity in class without much difficulty.

Key words: educational process, media educational technologies, media education, media literacy, education seekers, higher education institutions.