

включения данной темы в «реестр обязательных тем» в подготовке дизайнеров, а также дизайнеров- педагогов. Фактор «фрактализации проектного мышления» студентов эффективен тем, что оказывает позитивное воздействие на профессиональную мотивацию обучаемых, их теоретическую осведомленность в актуальных научных практиках, а также способствует продуктивной деятельности в собственном профессиональном поле – проектировании дизайн-продукта того или иного функционального назначения.

Возможности экспликации темы «фрактальность» в образовательном пространстве до конца еще не рассмотрены, не изучены и методически не освоены. Тема имеет безусловную перспективу в разных аспектах и направлениях образовательного субъект-субъектного, а также индивидуального личностного развития. Особое значение тема «фрактальность» приобретает в области сайнс-арт проектирования, которое может быть связано с возможным выходом арт-дизайнерского образного продукта в область медиакультуры, его коммуникационным воздействием на широкую аудиторию.

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## ЭЛЕКТРОННОЕ ОБРАЗОВАНИЕ В КОНТЕКСТЕ ВСЕОБЩЕЙ ЦИФРОВИЗАЦИИ

### E-EDUCATION IN THE CONTEXT OF UNIVERSAL DIGITALIZATION

**Аннотация.** Данная статья посвящена вопросу дистанционного образования в современном цифровом обществе с развитыми ИТ-технологиями. Будут рассмотрены возможности системы электронного обучения, а также его преимущества.

**Abstract.** This article is devoted to the issue of distance education in a modern digital society with developed IT technologies. The e-learning system's capabilities and advantages will be discussed.

**Ключевые слова:** электронное обучение, дистанционное обучение, сетевое обучение, виртуальное обучение, всеобщая цифровизация.

**Keywords:** E-learning, distance learning, online learning, virtual learning, universal digitalization.

### Introduction

The rapid development of modern IT technologies has significantly influenced the formation of a new global digital society, including global transformations in the field of education, and the emergence of innovative pedagogical tools and training technologies.

### E-learning: modern systems and advantages

In modern foreign and domestic education, considerable experience has been accumulated in implementing E-learning, which is characterized by the terms-distance learning, computer training, network training, virtual training, training based on IT technologies [4].

Also, the current situation in the world (meaning the COVID-19 pandemic) forces us to accelerate the development and further improvement of distance learning.

Among the features of the E-learning system, we should highlight:

- independent work with electronic materials using various digital multimedia tools;
- remote interaction between a teacher and a student in the form of getting advice, help, and assessments from a remote teacher;
- unlimited access to E-learning materials in time and space;
- introduction of new innovative pedagogical technologies in the educational process;
- accessibility of the desired education to persons with disabilities [2].

An analysis of the practice of using E-learning shows that its consistent implementation in the educational process contributes to the creation of better conditions for the integration of educational content, technologies, teaching methods and organizational learning models [1]. An example of a high-quality electronic learning resource is the Moodle system, which has all sorts of forums, interactive encyclopedias, testing tools, real-time chats, and so on. We have had to deal with this system, and we still have to, while we are University students. Also, many universities now use video conferences on the Zoom platform.

It is worth noting that the digital environment alone is not enough for the successful development of distance learning. One more element is needed – trained and involved teachers.

The E-learning system allows you to ensure the continuity of education, implement educational products such as additional education programs for various categories of the population, taking into account their capabilities and needs, including advanced training and professional retraining courses. Modern digital technologies also make it possible to use a large number of electronic educational resources in paid and free modes, designed to obtain and improve knowledge in various subject areas [5].

There are several advantages of such a system of training:

- flexibility of training – providing students with individual educational paths that allow them to independently build a training schedule, choose the sequence of learning material, choose a convenient time, place and speed of training;
- time control – the ability to quickly search for information, unlike paper media, significantly saves students' time, and the teacher saves time when evaluating students' knowledge;
- low financial costs – E-learning and distance learning technologies can significantly reduce costs (costs directly for training, transportation, accommodation, etc.);
- availability of educational content – E-learning provides access to large amounts of information, to the world's educational resources;
- providing opportunities to improve information competence: the ability to navigate large amounts of information, search, analyze and systematize information necessary to solve specific tasks;
- free communication and collaboration – unlimited communication and interaction with all participants of the educational process at any time through Internet resources [3].

Forced restrictions have taught society to find the so-called salvation on the Internet and live based on the benefits of digitalization. Remote work, remote training, remote purchases, remote interaction with government agencies, even remote communication, and so on. Without going into the conditions and factors that affect the quality of education, most students have adapted to distance learning, consultations, exams, and even laboratory work. Of course, adaptability is a very important and necessary quality that allows you to flexibly and productively adapt to changing circumstances.

In the context of serious differences in the structure and specialization of different universities, a single, standardized method of digitalization of higher education is not possible. The development of digital education in various universities should correspond to the specifics of universities, their students and partners. Moreover, the development of digital ed-

ucation will further strengthen the trend towards differentiation and specialization of universities.

### Conclusion

Thus, E-learning in the conditions of universal digitalization has a number of advantages in the form of free wide access to large amounts of information, cost reduction, active use of digital and remote technologies, creation of electronic library systems and databases, which allows us to conclude that E-learning in the digital age is becoming one of the most priority methods of obtaining quality education.

However, digitization of educational materials is not enough for successful digitalization. The use of new media is only an initial condition for the further development of teaching, the criterion for evaluating which is its usefulness for the student. Innovations in the content and construction of training courses, organizational and structural changes in universities should bring real benefits to students.

Changes in the field of learning technologies and the content of the educational program are interdependent. As technological changes take place, new substantive academic questions will be raised, which in turn will require new technological solutions. Universities should be concerned not so much with promoting technological innovations, such as creating their own electronic resources and applications, but rather with developing their educational programs using existing infrastructure.

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## **ИНТЕРНЕТ-ТЕХНОЛОГИИ В ПРАКТИКЕ ПРЕПОДАВАНИЯ АНГЛИЙСКОГО ЯЗЫКА: ТЕОРЕТИЧЕСКИЙ АСПЕКТ**

### **INTERNET TECHNOLOGIES IN THE PRACTICE OF TEACHING ENGLISH: THEORETICAL ASPECT**

**Аннотация.** Интернет-технологии в образовании уже не рассматриваются как технологии будущего, однако их по праву относят к числу инновационных. При этом инновационность этих технологий заключается не в их инновационности и эффективности, а в том, что нет четких инструкций по их применению. Авторы рассмотрели теоретический аспект использования интернет-технологий в практике преподавания английского языка. В статье освещаются четыре