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INFOCOMMUNICATION TECHNOLOGIES IN THE WORK OF MODERN LIBRARY AS A FACTOR OF ITS IMAGE

Гараба Ю., Коляда-Березовська Т.Ф. Інфокомунікаційні технології в роботі сучасної бібліотеки як фактор її іміджу. Висвітлено інноваційні форми діяльності наукової бібліотеки, серед яких – партнерство з вищими навчальними закладами, яке орієнтоване на підготовку фахівців документно-інформаційної сфери діяльності, формування комунікативної культури молоді, зокрема культури е-комунікації.

***Ключові слова:** технологія партнерства, комунікативний потенціал, культура е-комунікації, документно-інформаційна діяльність, інформаційна освіта.*

Гараба Ю., Коляда-Березовская Т. Инфокоммуникационные технологии в работе современной библиотеки как фактор ее имиджа. Освещены инновационные формы деятельности научной библиотеки, среди которых - партнерство с высшими учебными заведениями, нацеленное на подготовку специалистов документно - информационных сферы деятельности, формирование коммуникативной культуры студенческой молодежи, в частности, культуры е-коммуникации.

***Ключевые слова:** технология партнёрства, коммуникативный потенциал, культура е-коммуникации, документно-информационная деятельность, информационное образование.*

Haraba, Julia; Kolyada-Berezovskaya, Tatyana. Infocommunication technologies in the modern library as a factor in its image. The presented research considers the concept of infocommunication technologies as a tool integrating the innovative strategy in development of modern libraries and higher educational institutions activities.

***Key words:** technology of cooperation (partnership), communicative potential, e-communication culture, information education.*

The technical and technological progress does imply an active transformation of social relations between people, ongoing changes of communication forms, and the modern society becomes unimaginable without e-communication sphere. That is why so actual *problem* relates to studying the cultural potential of modern society, that presents itself in the

web-space through social networks, personal blogs, forums etc. Another problematic point refers to the fact that the web-culture, on the one hand, acts as a catalyst of interpersonal, inter-ethnic, inter-regional and, generally, international disagreements and tensions, and, on the other, it is strongly characterized with a philosophical dimension because all people, regardless of their ethnicity follow the same peculiar patterns of thinking. Just here lie the causes of an objective information society's need for specialists who have the knowledge and skills in documents and information processing to operate data represented with any material media, especially computer ones, such professional in the field of documentation being required for all basic human activities' fields: educational, industrial, economic, administrative, creative, research etc.

The UNESCO, paying a great attention to issues related with information, communication, IC technologies (Program "Information for All"), treats them as the progress' driving forces, enabling the increase in life level and quality, so the main activities of UNESCO are considered as real milestones in moving towards creating an advanced scheme to implement in Ukraine the information and documentary science education programmes in the context of international information community. Thus, the Ukrainian universities providing training in the specialty "Information, Library and Archive Information Science" with the specialization "Documentation and Information", are forming future skilled professional staff in the field of information science, information systems management, professionals in WAN navigation, heads of information-analytical services (chief information officers), ready for a creative work in advancing the society technological information systems environment through an efficient use of the necessary theoretic knowledge and practical skills to create information products of different compression (folding) levels taking into account the national development specifics.

The required high level of this professional group's educational attainment would be achieved according to the chosen information system. That does mean the chosen information system should enable to optimize the information resources use: processes of their search, getting, processing, deriving documents creation, data distribution and storage. Today every enterprise faces a problem: to realize the benefits provided by the latest computer technology, there exists a need to provide strong professional relationship between computer systems, professional personnel, relevant staff and organizational structure of the entity, all that requiring an efficient control thereof to be realized by a readily trained professional , i.e.

information officer. Onto such professionals training focused are the educational efforts of the Odessa National Polytechnic University Department of documentation and information activities. As a benchmark here applied we use the IT definition as declared by UNESCO, according to which the IT domain embraces a set of interrelated scientific, technological and engineering subjects studying the professional activities' efficient organization methods for staff employed in information processing and storage; the computing equipment and methods of organization and interaction both with people and the production equipment, these aspects' practical applications, and social, economic and cultural issues associated with all the above.

Therefore, the educational program assimilated by our graduates includes interconnected subjects' training blocks as follows: documentary-analytical, information & communication and computer information processing. Given the fact that over the past half-century mass-media obtained a special significance in human life (traditionally here included are the printing press, television, cinema, radio, audiovisual records and Internet), new media communications, penetrating in all spheres of human life through innovative technologies, become a strong incentive for media users to be more active, so a deep study of this area makes the focus at professional staff training under programs of Master in documentation and information activities. In addition, there are also such media forms like network blogs, communities, video games. In spite of that the media techniques literacy embodies an important component of modern infocommunication space life. The media techniques knowledge nowadays is one of key factors at newly arisen tasks solution, especially, the use of media's wide opportunities for students' interactivity and creativity to form and distribute their own media content. We all are well aware. That was defined as every citizen's basic right to freedom of expression and information in any country, and helps to maintain democracy. Recognizing the differences in approaches and levels of media education development in different countries, it is recommended that it would be implemented everywhere, wherever possible within national curricula, as well as within the additional, informal education and self-education throughout life. The site "Information for all" gives the following definition: "Media education is considered as a process of personal development through and with the use of mass communication (media) material in order to create a culture of communication to media, to form creative, communicative abilities, critical thinking skills to the full perception, interpretation, analysis and evaluation

of texts from media sources; learning different forms of expression using media techniques. So the media literacy is a fundamentally important professional competence in the information and communication technologies' society. In this context, we note an essential outline, the "information education" as the direction of training professionals and the "media education" as an integral component of existence in the modern world, are based on "information literacy", which, finally, is the basis of professional competence for the document-information sphere of activity staff [4].

The students' audience today is heterogeneous, mostly they do actively use new technologies, electronic and information products and services, being sensitive to quality and thus having high expectations level. In particular, this applies to library and information centers, modern libraries, whose main task is to meet the services users' expectations. That is not a simple task because of the alternative information sources availability. This means a special attention to be paid to the library innovations aimed at making surprise, awaking interest, engaging the socially important organizations to these new forms embodiment. Hence the need to provide competitive services and relevant information is evident. Under these conditions even more urgent becomes the problem of training professionals, specialized in document-information sphere of activity [1-аркадия; 162].

To solve the outlined problems and to effectively support each other in that aspect, the Odessa National Polytechnic University Department of documentation and information activities (DIAs) cooperates with the Odessa Regional Universal Scientific Library named after M.S. Grushevsky (ORUSL). One of such cooperation particular directions is embodied with framework of the student club "CInfE" ("Culture - Information - Education") and the European Information Center (EIC, created in 2005 on the ORUSL). Within this scientific and practical partnership since 2005 the department's students are systematically passing the productional stage and prediploma practices as well as actively participate in the creation of databases, are involved to the formation of EIC information materials, collection of documents on European integration topics and to providing free data access for users. Moreover, the free access implies not only a "physical" coverage, but also the creation and development of appropriate search tools: electronic catalog, bibliographic lists, card indexes and service promoting through the use of information and communication technologies. The most common

here is the organization of multimedia presentations, surveys, discussions, virtual exhibitions, thematic readings, "round tables" [ib.; 164].

Important is that the ORUSL EIC funds are included in the electronic catalog, thus illustrated is the postulate by L. Kostenko, "which would be the library's level, today they all are considered as points of access to socially significant information and identified as one of the basic elements in the world information infrastructure, centers of knowledge and information as designated to promote the society "[3; 25]. The latter, in our view, does especially concern the Concept of state policy in the field of information and establishing the public communications on European integration by 2017. This necessitates the cooperation between modern library and relevant departments of universities, effecting training in the specialty "Information, Library and Information Science," to raise students and citizens general awareness on the national promotion to the European economic and educational environment, on standards of living in European countries, development of relations between Ukraine, the EU and its Member States. Under these conditions more strict requirements are put forward not only to the library and information centers, but also to the library automation systems of and information processes. Without library-information processes automation their existence is not possible today. Since 2006, at the ORUSL EIC started the project on creating a full-text database "Odessa region: way towards the European integration", presented on the library website section "European integration" and serving to identify the Odessa region role in the European integration process.

Specifically, the results of an effective joint research and theoretical and practical activities of the DIA department and ORUSL include: firstly, the annual international scientific conference "Information, education and communication technologies of XXI century", held every September, since 2008; secondly, the "round tables" on national-cultural activities of the Odessa Regional State Administration's Office of nationalities and religions, the Odessa region National Societies Council, devoted to the unity of cultures (e.g, to the 1025th anniversary of Kiev Russ Christianity as the Holidays celebrating the Ukraine European identity, discussions on the theme "Christianization of Kiev Russ: history, the idea of unity, scientific trends"); thirdly, the awareness-raising activities of the national campaign "Tolerance as a Path to Europe" and the Programme USAID "Strengthening Tuberculosis Control in Ukraine", with video reports prepared by students and posted at their web pages (particularly on the library blog bibliomistodessa.blogspot.com and the DIA department page); fourthly,

book presentations (e.g, ONPU monographs, textbooks); fifthly, the debate about Ukraine's place in the modern world; sixthly, elaboration of the EU training curriculum information index for Ukrainian youth. Since education is seen in Europe as the most important value, it reveals especially in relation to the person as a free and creative personality that realizes itself throughout life.

So, that index does orient amidst numerous Internet resources containing information about educational and volunteer programs the Ukrainian students can join to 1) Resource UNISTUDY, providing the latest announcements of international youth trainings, seminars, student conferences, announcement of scholarships for study at Master or postgraduate courses, invitations to summer schools, Ukrainian students feedback about their experiences and other useful information about studying abroad; 2) Site "Learn in Europe" with daily information on the opportunities for entering higher education institutions and peculiarities of accommodation in 32 European countries; 3) Ukraine-Polish-German Forum Tri.net, designed for everybody interested in the Ukrainian-Polish-German relations and seeking to find partners for collaboration; 4) Information and Consulting Center "International Education Academy," one of the most powerful Ukrainian resources providing information on training opportunities and internships abroad, particularly in European countries and others.

Thus, an important area of joint activity of the ONPU DIA Department and ORUSL public library is to deliver information to students and residents of the region, establishing and strengthening interregional cooperation contributing therefore to a substantial improvement of interstate climate; that in turn, is a tool of eliminating disparities in economic and social development to achieve European living standards. In addition, innovative forms and methods to provide youth with a variety of information and library services, as well as the creativity and originality in that youth training does contribute not only to better navigate the information space, revealing students' best potential, but stimulate the need for increased knowledge, mental abilities enriching, thus serving to generate innovative thinking. After all, in our opinion, the library space today is a "plus Internet space" with immense flows of information: catalogs of largest libraries in the world, huge databases, full-text research papers, essays, literary works, various information necessary for users. Axiomatic is that the future of library-informational, cultural and information establishments is inseparably linked to the Internet, opening up new opportunities and services thus helping to

meet the demands of the time. The library providing Internet services, does meanwhile inevitably involve the users assimilating the web-communication culture [2; 281]. This category is regarded as one of the key phenomena based on the fact that in the information society expanding are not only the possibility of information accumulation and processing but the deal of various form of communication mediated by information technologies (media education, distance learning, e-science, e-business, etc.) characterized with certain properties and imposing the social interaction specificity.

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РЕАЛІЗАЦІЯ РЕКЛАМНОЇ КАМПАНІЇ ЧЕРЕЗ КОРПОРАТИВНИЙ САЙТ

У даній статті розглядається можливість проведення рекламної кампанії за допомогою корпоративного сайту. Визначено поняття «корпоративний сайт». Надаються рекомендації щодо створення корпоративного сайту та описані його функції.

Ключові слова: корпоративний сайт, рекламна кампанія, Інтернет, правила створення корпоративного сайту, функції корпоративного сайту.

В данной статье рассматривается возможность проведения рекламной кампании с помощью корпоративного сайта. Определено