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TELECOMMUNICATION TECHNOLOGIES AND THEIR BOUNDLESS OPPORTUNITIES IN OPENING AND DEVELOPMENT OF TALENT OF THE IDENTITY OF THE YOUNG MAN IN SYSTEM OF ADDITIONAL FOREIGN- LANGUAGE EDUCATION OF THE RUSSIAN FEDERATION

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Abstract. *The article is devoted to the essay of the using of communication technologies as an effective means of international cooperation in all spheres of life of a modern man. The emphasis is on the role of the named technologies in education, development and upbringing of the younger generation; reveals the personality-oriented nature of telecommunications technology, one of which is a Telecom project. It is emphasized that the telecommunications project has unique opportunities in professional self-identity of the student and contributes to his creative development.*

Keywords: *telecommunication technologies, telecommunication project, contest, creative development, intercultural communication, international cooperation, additional foreign-language education, television competition.*

The entry of the Russian Federation on the way of innovative economic development entailed reorientation of system of life-long education to new curricula and programs, providing implementation of the purposes and tasks pushed by new federal state educational standards. According to the Strategy of innovative development of the Russian Federation for the period till 2020 the country feels the need for the educated, well-mannered, socially active persons understanding responsibility for the future of the country, and, therefore, realizing the necessity of seizing new knowledge, adopting experience of the senior generations, and strengthening its own achievements. A great role belongs to the system of additional education of children and youth In the solution of these responsible tasks. And in spite of the financial difficulties the state keeps system of additional education in Russia and develops the program for multilevel education, introducing the latest information technologies. The system of additional education in Russia is situated on the first place on providing cultural and creative life of the children where they have a possibility to develop individually. Most of teachers and parents state that out-of-school additional education can help a child to develop the spiritual and cultural personality.

A qualitative new level of development is gained by system of foreign-language education which opens ample opportunities in foreign languages learning which are not only the means of communication, but also way of personality's socialization. The personal focused technologies have a particular importance, one of which is the technology of telecommunication projects.

There are lots of scientific works connected with studying of organizational conditions, content and technologies of foreign-language education in the educational organizations. However we must solve some burning issues nowadays.

The analysis of the existing technologies which are actively used by the teacher during the lessons of a foreign language has shown that telecommunication technologies could become one of the motivating and stimulating technologies in the system of additional foreign-language education. As for a television competition, it represents synthesis of all typology of projects which were presented by E. S. Polat. The television competition can represent:

1). *Research project*. TV headings in a television competition are characterized by the thought-out structure, designation of the purposes, reasonable relevance of an object of research for all participants. They have the structure which is brought closer to originally scientific research or completely coinciding with it. Similar projects correspond to the level of students' language training of a certain grade level.

2). *The creative project* supposing the well-becoming registration of results. Registration of the results demands accurately well advised structure, for example, in the form of the film, the reporting, design of a certain heading, an album, etc.

3). *The role and game project* in which the structure is planned, but remains open before the expiration of the project. Participants of the certain TV headings in a TV competition assume certain roles which are caused by character and contents of the project.

4). *The informative project* is directed to collection of information about some event or the phenomenon. Participants of the TV project collect this information with the purpose of acquaintance of a wide audience with it. Such projects are often integrated into researching projects and become their certain part, the module.

5) *Practically-directed project* has an accurately designated result of participants' activities which is surely oriented to social interests of all project participants. For example, on a TV heading participants discuss invention of any bill, make amendments to the convention on the rights of teenagers, publish compiled laws about encouragement and punishments at school or at the university (in live program), do a miniature of a city in the third millennium, etc. Such TV project requires a certain film script with accurately distributed obligations of all members of a group.

Experiment training was organized based on ARTIST TV-studio, a creative workshop for youth and children, which was created in October, 2001. It included the socially favourable activity and extra education in the field of media in different languages and communication technology. There were effective objectives:

1. To let know to children and youth that they have the public city television telling about everything that is interesting to this audience.

2. Children and students' professional direction to specifics of journalism, socialization by creation of ideal possibilities for the individual and collective embodiment of creative plans – through integration of different types of profile activity, proceeding from features of development of mass media and promotion.

The purpose of educational activity is built on the solution of the following tasks:

- creation of the conditions for obtaining necessary knowledge, abilities and practical skills by children, expansion of creative activities connected with professional interests of pupils and students;
- education for the benefit of the personality, society and the state, formation of social activity and literacy, moral qualities and creative activity;
- development and deployment of innovative projects and programs, pedagogical technologies, implementation and promotion culturally and socially orienting educational technologies pointed at perfection of training processes and education of younger generation;
- popularization of national and spiritual culture of the people of Russia, strengthening of international education;
- creation of optimum material and technical basis of studio's technical means of training which is necessary on the courses and educational programs for practical drill of the skills by pupils and students;
- development of an educationally-methodical and artistically-aesthetic media library necessary for implementation of effective goals and tasks.

Experiment training in which

More than 600 pupils and students from various schools and higher education institutions of Russia were involved. Also there were 3 teachers, a film director and an employee group of telecasting (sound technicians, cameramen, film editors, the editor) in experiment training. It was carried out at

the secondary school No. 24 named after Sergey Klimakov (Yakutsk, Russia) and on the republican channel of the National Broadcasting Company "SAKHA". A TV contest was chosen as a technology of the educational telecommunication project.

The educational telecommunication project, TV contest, was considered as a mutual educational and preparatory, creative activity of partner students organized on the basis of computer and television telecommunication, having a common goal, the coordinated kinds of activity and directed to achievement of the general result.

Students' profile orientation has begun on the basis of own initiative work. The pupils and students who have passed a casting to TV contest participate in professional tests. Professional test is the professional probation modeling elements of a concrete type of professional activity (complete process) and helping in conscious, reasonable choice of profession.

The structure of the TV contest intends three steps with different types of activity.

Preparatory step of TV contest: teachers conduct the lessons of acting skills and psychological trainings with use of different psychological methods: dialogues, drawings, stories, role-playing and outdoor games, group discussions, individual consultations, psycho gymnastics.

Main step: the students get acquainted with fundamentals of television journalism and translation activity, try themselves in various TV headings and game plots in three languages (English, German, Russian).

Finishing step: directly TV contest (assuming maintaining any TV heading without preparation), aimed at the development of interests, tendencies, abilities, professionally important qualities of the identity of the pupil or student, reached due to gradual complication of professional test's carrying out according to the level of readiness of students to its performance, entering the elements of creativity and amateur performance into the content of test.

So, the TV contest *Jumanji Land* offers the fascinating video based on a cognitive technique of training in English for children and students. Each level of a video course consists of eight documentary and artistic plots. Documentary plots intersperse with directions. Commentaries are shot more than ordinarily and are perceived with interest by TV audience. Pupils learn to listen to the children's and adult's speech, the speech of native speakers of English and German, and the speech of foreigners with various emphases and on different dialects.

This variety develops not only audio skills, but also focuses attention of the pupil on the international importance of English as a mean of communication.

Fascinating authentic plots stimulate pupils to performance various written creative tasks. The participants are offered the original themes for projects which can be carried out both in a class, and out of lessons. Time of the project varies from 2 weeks to 4 weeks. For this period pupils and students have been improving the communicative skills thanks to such types of work as the presentations, own video projects, video reporting, video clips, creative written projects in different languages. Pupils have been working in the TV companies during the TV contest, receiving a rich baggage of cross-cultural knowledge.

Thus, in TV contest new educational space unites the new content of education, new technologies of training, education and development, gradually shifting all components from culturological on anthropocentric, leading the teenager to conscious need to have encyclopedic knowledge, that means to universality within the chosen profession. Except knowledge and skills it provides the development of the students' intellectual abilities, promotes active realization of tendencies and abilities of the TV contest participants in various spheres of human activity.

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