## Економіка інноваційної діяльності підприємств

Іноземні мови

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## ELECTRONIC TEXTBOOKS: AN INNOVATIVE STEP IN THE EDUCATIONAL PROCESS

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One of the priority directions of improvement and modernization of the educational system is the use of information and communication technologies. Electronic textbooks are the innovation step in the educational process, because earlier only paper books were used. Nowadays pupils and students have at their disposal both variants of books. But, creation of electronic books is a new technology, so it requires a lot of modern ideas, quality programs and interesting materials.

**The aim** of the research is to highlight that the further improvement of the educational process, the accessibility and effectiveness of education is impossible without new information technologies. One of the ways of improving the learning process is to prepare electronic textbooks.

Their use makes it possible to significantly influence the effectiveness of classes, increase interest in learning and perceiving the material.

The novelty of this research lies in the innovative technology for the education. The electronic textbooks is a search engine that allows you to analyze the content of the book, search for the information by keywords, a hyperlink system to the elements of the textbook, which provides instant search of the desired piece of text, as well as hyperlinks to other electronic tutorials, directories and the necessary information resources of the Internet.

An important aspect is that e-textbooks can be used in all types of training activities:

- when presenting theoretical material: viewing animations and video fragments; multimedia presentation;
- in practice: consistent or selective development of theoretical material; obtaining background information, using "instant" tests for mastering concepts;
- for knowledge control: a significant simplification of the process, test control is completely transferred to the computer; the statistical collection of information about the results of control tests allows you to control the success and quality of students' learning;
- in individual work: all multimedia features of electronic textbooks contribute to the most interesting and productive work; the possibility of unlimited passing of educational tests and laboratory works; to complete mastering of educational material: the ability to pass tests even when it is impossible to attend an educational institution (distantly).

The practical value of the electronic textbook:

- ✓ it shows the subject of science, gives a description, explanation, forecasting and forecasting of phenomena, facts, processes, objects;
  - ✓ it contains the essence of the subject of study;
  - ✓ it includes a teaching aid for a teacher and students. Electronic textbooks are usually divided into three types:
  - 1. Scanned paper textbook.
  - 2. Textbook with hypertext inserts.
  - 3. A specially designed electronic textbook.

The head of the Ministry of Education and Science Lilia Grinevich said: "In 2018, we will launch a national online platform, and we will stimulate the development of electronic textbooks, not just PDF versions of textbooks, but real electronic textbooks with multimedia inserts." [2].

Regardless of the type, the educational material in the electronic tutorial should be divided into sections. The sections should be divided into modular frames with a text component and visualization. Each module consists of a theoretical block, control questions about the theory, exercises and tests, context-help, etc. Among them, the modules are linked by hypertext links, so that the student on the

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principle of branching can quickly move from one module to another. It is advisable that the electronic textbook should contain graphic and illustrative material.

Most e-versions of school textbooks have already been published by the Institute for Educational Content Upgrading.

Publication of electronic versions of textbooks in free access is a mandatory requirement of the Ministry of Education. This innovation is used by the agency for the first time this year. An integral part is that all new textbooks will be available for download at public expense.

An important aspect of this innovation is that it will be easier for students not only to perceive the material, but also to make their backpacks lighter. Parents will not have to worry about the back of their children.

An interesting fact is that electronic textbooks are designed not only for schools with Ukrainian language teaching, but also for schools where Russian, Crimean Tatar, Moldavian, Polish, Romanian and Hungarian languages are thought.

Electronic textbooks have already come on different school subjects, such as Ukrainian, Ukrainian literature, Foreign language, History of Ukraine, World literature and many others. All these electronic textbooks are available on the website of the Ministry of Education and Science of Ukraine.

To be honest, not all people have accepted this innovation positively; in fact, some of the teachers have their own view on it:

- electronic textbooks (currently smartphones of large diagonals, e-books and tablets) are different from classical school textbooks and it is difficult for children to work synchronously in the classroom. Indeed, electronic devices and paper textbooks are quite different, but not so much that it could be a serious problem. This is confirmed by many children, although working on small screens is really not very convenient;
- unlike smartphones, large-scale electronic tutorials almost always will be left in the l classroom during breaks, so they can be stolen, which will be an additional problem for teachers. Also, all the electronic textbooks are quite fragile devices, and if the usual book for its life falls from the table dozens of times without much damage, then for electronic book will be enough the only time;
- the usual inertia of the thinking of senior teachers and the fear of any innovation, unwilling and to move ahead, incompetence in using modern devices.

**Conclusion.** The electronic textbook is intended not to replace the printed manual, but to complement it, presenting the teaching material in a different form, with an emphasis on key concepts, reference schemes, the use of interactive tasks and a large number of multimedia illustrative materials. It contains not only text and graphic information, but also audio and video that allows you to individualize the learning process and, unlike the usual (printed) textbook, provides interactive capabilities.

So, we have the opportunity to ease students' learning, to make it more interesting, and all this is at public expense (despite all advantages and disadvantages). Today electronic textbooks are still under development. This is very hard and invaluable work. But the results of it will save the next generation from carrying heavy bags and prevent from health problems; also they will organize exiting platform for successful learning of any subject.

**Keywords:** book, education system, educational material, electronic textbooks, innovation.

## ЛІТЕРАТУРА

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