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PEDAGOGICAL SCIENCES

УДК 372.8

THEORETICAL ESSENCE OF MULTIMEDIA, INTERNET COMMUNICATION FOR DEVELOPING PROFESSIONAL SKILLS OF HIGHER SCHOOL STUDENTS

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Abstract: The Internet is the largest source of information, communication and advertising. Computers and the Internet are in most home, but it has its advantages and disadvantages.

The relevance of the topic is determined by the fact that nowadays the development of technologies is a phenomenon that never ceases to amaze, especially when it comes to the Internet. In recent years, the Internet has become indispensable among the population and promises to continue to be so, but its use has led to a fruitless debate about the advantages and disadvantages of the Internet, leading to doubts. Although the number of pros and cons is usually subjective or depends on each person, there are some that are great, not only general, but also based on facts and logic.

The purpose of the work is the study of the essence of multimedia, Internet communication, consideration of theoretical foundations in the communication system and determination of positive and negative factors of this phenomenon.

The object of the research is the phenomenon of Internet communication.

The task of the scientific work is to consider the classifications of the concept

of "Internet communication" and "multimedia", to consider the theoretical and methodological aspects of Internet communication; consider the main positive and negative aspects of Internet communications"; to indicate the main ways of practical use of the material.

Keywords: Internet communication, multimedia technologies, positive and negative phenomena, "virtual personalities", specificity of communication.

1. Aspects of Multimedia.

To begin with, it is appropriate to start with the definition of the term of multimedia. What is multimedia?

Along with new technologies, new concepts enter our lives, and one of them is multimedia. Everyone uses this technology, but few people actually know what multimedia is. In fact, it is a combination of several effects. In particular, multimedia consists of audio, text, images, animation, interactivity and video. All this combination effect is controlled by interactive software.

Multimedia is an information carrier.

In addition, multimedia means – these are media on which very large amounts of information can be stored and quickly accessed. For example, the first multimedia device was a compact disc, which could contain various information at the same time: video, music, text, images, etc.

Types of multimedia. There is nonlinear and linear multimedia. Linear multimedia is when the user cannot influence the recorded data in any way. For example, when watching a movie, a person cannot influence the plot in any way. But computer games are a vivid example of non-linear multimedia. In such games, a person directly interacts with information, and each step changes the information in the game [1, p.3-13].

The role of a multimedia controller. It is unlikely that any of the ordinary people have a clear idea of what a multimedia controller is. It is the heart of any multimedia, from which all multimedia means are managed. That is, the controller controls the sound card, TV tuner, image viewer, and other devices. Simply put, a

multimedia controller is a multifunctional adapter with many inputs for various multimedia devices.

Current multimedia issues. Unlike the aforementioned device, everyone knows what a multimedia player is. It is a program that can play many types of multimedia information. One of the most popular multimedia players is the standard Windows Media Player, which is available on any computer. Thus, the question: what is a multimedia player is irrelevant for computer users, unlike the question of what multimedia technology is [2].

Multimedia technologies are an environment in which various types of information can be reproduced simultaneously. In particular, the computer can play text, video, music, etc. at the same time. Multimedia technologies make some demands on modern computers. In particular, there should be a sound and video card, a hard disk monitor, RAM, etc. To view and create multimedia files, special programs and additional equipment are needed, in particular, speakers or headphones, a good monitor.

One of the types of multimedia documents that everyone uses, but few people understand that they use multimedia technologies, computer presentations. They combine text, animation effects, sound and images. To create such presentations, special programs are used, one of which is Microsoft PowerPoint [3].

That is, multimedia exists in almost any sphere of human life, although a person does not realize that he is constantly using multimedia tools. They are present everywhere – in photos, in your favorite music, in movies and computer presentations that you prepare for school, university or work.

2. Basic aspects of communication management on the Internet.

Speaking about Internet communication, it is worth noting that social networks are gaining more and more popularity and are becoming an important part of our lives. A page in "Instagram" or "Facebook" is a reflection of your self. Through the same profiles of your friends, you will learn the latest news from life, listen to the music they prefer. Watch movies that your colleagues or friends have downloaded. There is a fear that communication on the Internet will completely replace the real

one in the near future. Is it so, and what is the benefit of the World Wide Web?

Many animals interact with each other, but only humans do it not for joint hunting or survival, but simply for pleasure. Only in Homo Sapiens (intelligent man) is there a need for communication as such. From the point of view of psychology, communicative relationships are the process of establishing and developing contacts between people. It arises due to the need for joint activities and includes the exchange of information, as well as perception and influence on each other.

What is the specificity of communication on the Internet? Due to anonymity, there are no barriers to interaction due to gender, age, appearance, social status, financial situation, and so on. There is an opportunity to create any impression about yourself. It is interesting that many people tend to invent a different life and image in general. This applies to so-called "virtual personalities". These individuals do things that a person would never dare to do in everyday life.

So, for example, a shy woman can flirt with solid and intelligent men, a bullied teenage boy will insult and criticize older people, a person offended by life – be rude and prove his point. Where else can you show your character without fear of receiving a serious rebuff from your opponent.

An important feature of communication on the Internet is also voluntariness. You and only you determine with whom you will communicate now. And if you get bored with it, you can simply disconnect. (For the same reason, sometimes communication breaks may be misinterpreted by interlocutors as a reluctance to communicate with them). And in real life you will have to be responsible for all your actions and actions.

Communication on the Internet, just like normal communication, has two sides – exchange of information and perception. Here we get to know each other, establish contacts and establish relationships with such persons. However, in network communication (in the absence of a common physical space) the third party – interaction with each other – is limited. You will not be able to touch a person, hug him, look him in the eye. You will not understand whether your friend is telling the truth or not, what your significant other is doing at this particular moment [4, p.8-18].

But this feature makes online communication so universal and limitless. No matter where you are, you just need to turn on the computer and find the network. All you have to do is want, and you will find a huge number of people willing to talk. In reality, it is very difficult to find a friend who would share your thoughts, ideas, and tell you how and what to do in a given situation [5].

The perception of another person on the Internet is also limited. Most of the communication in the network is carried out with the help of written language, which cannot express your intonation or facial expressions. The dialogue cannot be accompanied by any eloquent gesture. Mutual understanding often suffers from this. Tell how you will understand that the interlocutor really likes you without hearing a tremor in his voice, a sly look and a flirtatious smile.

Proponents of online correspondence decided to negate this drawback. They tried to create a special language of Internet communication. It, like many other slangs, is characterized by a tendency to abbreviations (for example, "comp" – computer, "inet" – Internet) and jargonisms (for example, "LOL" English laughing out loud – "laughed out loud" – this is how they comment some very funny things).

In addition to special words and expressions, the language of communication on the Internet also includes special icons – emoticons that reflect your facial expression, gestures, actions or mood. When using them, you need to clearly understand the meaning of a particular sign, as well as be sure that your interlocutor knows it. Otherwise, he, firstly, may think that you litter your speech with incomprehensible parentheses and curls, and secondly, confuse the meaning and decide that what is happening to you is not at all what was meant [6].

3. Positive and negative phenomena of communication on the Internet

And now we will talk about the main advantages and disadvantages of communication in the Internet space. What are the advantages of the Internet?

More effective communication. Over time, since its inception, this technological invention has been responsible for improving communication methods, today it is visited by thousands and adapted according to human needs.

A great positive is the ability to interact with one or more people – regardless

of distance – and through various platforms that provide tools to enhance feedback, such as data sharing software, individual or group video conferencing, controlling other equipment, if you want it, by the way.

Direct information search. Simplification of information options is one of the things people highlight the most, with the ability to "get to the bottom" of what they're looking for without having to dig deep to find what they need.

However, this feature, in turn, can be somewhat negative.

Variety of information. Thanks to the ability to store and collaborate in terms of data sets, there are many variations on a theme on the web that are actionable and the result of informing, surveying and asking a comprehensive question about something.

All in real time. One of the most positive things people agree about on the internet is the fact that you can know what's going on in seconds just by using one of its search engines. Which is definitely an advantage of the Internet for those who want to track some information.

Contribution to learning. Although this characteristic is usually one of the most controversial due to different points of view, it cannot be denied that in one way or another the Internet has benefited the action of learning over time.

First of all, there is no longer a need to show up to a classroom or establish a relationship between a student and a physics teacher to learn additional or specific learning. With the help of various software tools, it is possible to transfer both theoretical and practical knowledge.

Ofertas de Empleo. Thanks to its evolution, one of the advantages of the Internet is that the network and its triggers allow work to be done over the Internet, and not only technological or relevant digital work, but also administrative services and other areas that have moved from physical to virtual Being just as useful and important.

In fact, this method, according to supporters, is very profitable today, since it is possible not only for contractors, but also contractors; There are existing software tools that meet the needs of entrepreneurs, giving them the ability to create a project,

a work group, and even create a purely virtual office with remote people.

Online stores. Online stores are becoming popular, where you can buy everything you want and need without leaving your home. Recently, virtual stores have been making a lot of money. The most popular products are fabrics and clothes, which more women buy online. Also available are grocery items, household items, and electronic items and gadgets. You just need to sit in front of the computer, click the mouse, and the product will be at your doorstep within a few hours [7, p. 113-144].

The disadvantages include:

Addiction. One of the negatives that is most highlighted by people who question the use of the Internet is the dependence that this invention creates in people, thanks to the characteristic of simplifying the actions of doing and finding, which becomes a habit and a habit, almost indispensable.

Without any exaggerated nuance, the balance between the physical and the virtual is lost; to be a part or try to adapt – at least – to the second. One of the most used examples is the development of interpersonal relationships between people who have never met face-to-face, a fact that many describe as missing the point of what such a thing brings to a person physically and spiritually.

Non-guarantee of confidentiality. Thanks to its usefulness, the Internet processes a large amount of personal and secret data not only of each person, but of both public and private organizations, which is a risk for the person responsible or the protagonist of the information. Although there are many methods that increase the security of messages and/or files by encrypting the content, there is no 100% guarantee that it will not be possible to reveal any information.

Get information directly. Although from a certain point it is good, but it can also be quite harmful. The habit of immediately finding what one is looking for usually has consequences such as misinformation, the habit of not delving into or questioning any formulation, analytical incapacity, the habit of copying and pasting, which leads to the frequent use of plagiarism.

It is also important to make an exception for the low performance that a person

who is not well used to can begin to perform. Which is quite harmful for full-time students.

Veracity. In posting so much information, its variations, and even about a specific thing, there can be many things wrong or wrong, because not only the data of learned works, but also the opinions and research of individuals.

This disadvantage also includes the possibility of real-time reporting, since there is no certainty or way to confirm that the reading is true or false.

Learning through the Internet. Although over the years more and more are betting on this current form of training, there are those who do not recommend it due to a belief in traditional methods or a lack of confidence in one's abilities.

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Truthfulness. There can be many things wrong or erroneous in the posting of so much information, its variations, and even about a particular thing, as not only the data of learned works, but also the opinions and researches of individuals.

This disadvantage also includes the possibility of real-time reporting, since there is no certainty or way to confirm that the reading is true or false.

Learning through the Internet. Although over the years more and more are betting on this current form of training, there are those who do not recommend it due to a belief in traditional methods or a lack of confidence in one's abilities.

One of the most common problems is instructors who are not trained and give a painful education that is usually a scam.

Connection problems. This is by far the most fixed issue due to the fact that no or little signal affects the overall usability of it, disabling all functionality.

A waste of time. Most people say that spending a lot of time using the Internet is bad, which leads to obesity in the younger generation. In today's world, some people also say that the Internet is not necessary for life and life would be easier without it.

A dangerous place for children. If children are allowed to use the Internet, parents worry that they are spending a lot of time. Pornography and unethical communities are available. So it can be said that the Internet is not a safe place for children because there are various tools that can bypass the "parental protection". Also, children who use the Internet are addicted to it, which is again very dangerous [8, p.219-254].

At the end of the day, there are many advantages and disadvantages of the Internet, but the advantages of the Internet are too great for us to simply abandon it. The Internet makes life easier, but we must not forget about the threats it can carry.

Conclusions. Will virtual communication replace the real one? Perhaps. Is it good? A human is a social being. Communication is an independent activity and a constituent element of many types of activity. Without real emotionally colored communication, we cannot develop and become a person, and an individuality. Virtual communication is becoming more and more popular every year. Messengers and social networks are an integral part of life. Psychologists ambiguously assess the process of interaction via the Internet [9].

Summarizing the above information, it is worth citing the main theses of the study.

The first section deals with the terminology of the concepts of multimedia and communication on the Internet, considers the theoretical aspects of each of these terms, and also lists the main positive and negative aspects of communication on the Internet. Unfortunately, not everything in this world has only a positive effect. In the work, many examples of good and bad aspects of communication on the Internet were given. In my opinion, everyone should choose for themselves the perspective of social networks and communication in them. After all, some negative part may be hidden in everything, the main thing here is what security measures we will take in

advance. Only when we approach such important issues with a fully prepared, clear head, only then people will start seeing the positive in such useful things as often as possible.

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