

CROSSING BORDERS VIA ASYNCHRONOUS COMPUTER-MEDIATED COMMUNICATION

As the standard of living is getting higher with the contribution of technology, people have become more concerned about the benefits of technology in many aspects of everyday life such as education and business and started asynchronous computer-mediated communication (one of whose most common form is electronic mail). In education, for instance, the internet plays a very crucial role both for the educators and the students, providing an unending possibility to reach any kind of information. For the users who would like to get the possibility to do academic study abroad, the Internet is the most useful and easiest tool to reach appropriate information no matter how it is used. Institutions also use technology to give information about their programs. In business, e-mails play more crucial role for users to be able to apply for a job in order to establish their future since it is a powerful way of connecting students and educators, applicants and companies not only one-to-one but also many-to-many.

Involved in this great revolutionary development in communication, institutions meet their communication requirements by replying to a great numbers of electronic mails to provide for learners' or companies' needs. However, there might be serious problems for those who would like to be enrolled in foreign institutions or to be welcome in companies if they do not express clearly what they mean or want. The main problem seems to result from not writing formal letters or CVs clearly enough or not being aware of the right register in writing their enquiries. Because many of the students or applicants are used to communicating online in an informal way, shifting from informal style of communication to writing formal e-mails or proposals might not be easy for some of them.

In this respect, academic writing is likely to be an important tool for the Internet users who would apply this communication tool to reach their educational and future targets, minimizing their time costs. This target brings them a success not only in communicating but also in building their future. In the area of business it is realized that most of companies give credit to CVs written clearly and formally, which emphasizes the importance of appropriate written language on paper. Hence, it should be the responsibility of educators to teach learners, would-be-users of the Internet, to use the appropriate language to reach their target.

In this paper, e-mails sent to and from the international office of Cukurova University, Turkey are considered in terms of formal writing requirements such as accuracy, fluency, coherence, preferable length, addressing the receiver, and conveying the message. Randomly chosen

e-mails, that are written by the students with different cultural backgrounds and for various academic purposes are used as the data for the research. Results are analyzed in order to see to what extent e-mails between institutions and senders are put to maximum service. The importance of integrating formal online communication skills into the curricula of different levels of education is emphasized.

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НОВЫЕ ИНФОРМАЦИОННЫЕ ТЕХНОЛОГИИ В ПРАКТИКЕ ПРЕПОДАВАНИЯ И ОБУЧЕНИЯ РУССКОМУ ЯЗЫКУ КАК ИНОСТРАННОМУ

Методика преподавания русского языка как иностранного переживает бурный период обновления и модернизации, что связано в первую очередь с применением инновационных приемов и методов, в том числе с использованием электронных технологий, интерактивных новаций, мультимедийных технологий, новых телекоммуникативных средств, аудио- и видеоматериалов.

Актуальность использования информационных технологий в образовании определяется их широкими возможностями по индивидуализации образования, организации самостоятельной работы обучающихся, общения через Интернет; высокой наглядностью учебного материала; доступностью в любое удобное для студента время; многократным ускорением и сокращением массы рутинных операций; все возрастающими интерактивными возможностями; легкостью и привычностью организации игровых форм обучения.

По мнению Л.А. Дунаевой, Л.П. Клобуковой, «человечество сегодня находится на пороге образовательной революции, связанной с широким распространением средств информационных и коммуникационных технологий (ИКТ), в свидетельством тому является процесс интенсивной информатизации и компьютеризации национальных систем образования во многих странах мира». При этом новые информационные технологии не вытесняют традиционные.

В результате все доступные с помощью современного компьютера средства, инструменты, технологии и ресурсы в совокупности можно представить, по мнению исследователей на МГУ, как единую языковую информационно-коммуникационную среду. В этой среде представлены специально созданные учебные материалы (учебники, пособия, учебно-методические комплексы), электронные аналоги аутентичных материалов самого разного назначения (словари, справочники, профессиональные документы, библиотеки электронных текстов и т.д.), разнообраз-