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VIRTUAL LINGUACULTURAL ENVIRONMENT IN THE UNIVERSITY

ВИРТУАЛЬНАЯ ЛИНГВОКУЛЬТУРНАЯ СРЕДА В ВУЗЕ

Over the past decades, almost all higher education institutions increasingly face one problem – the influence of the virtual linguacultural environment on modern students. Therefore, I would like to dwell in more details on this issue and consider the current situation.

Global intercultural environment, of course, was firstly created by the Internet. Only on the Internet, a student who is not physically able to visit the country of the language being studied, can do this virtually. Huge communication capabilities of the global network give complete freedom to communicate with the real speakers of any language, if there are technical capacities. In addition, the Internet can provide a priceless set of sociocultural knowledge about the country of the language being studied and its people.

Thus, the implementation of interaction with the help of computer technologies allows to bring the linguistic and multicultural training of students to the level of active, cognitive creativity, which expands the potential of their development and contributes to the integration of knowledge and information processing. Moreover, in recent years, modern social networks such as Facebook, Twitter, and Instagram provide ample opportunities for quick transfer of information. But for this, the virtual linguacultural environment of an educational institution should be provided with all modern software and hardware information and communications technologies of Internet access.

The linguacultural environment of the university is one of the components in the training of the future specialist. It has its own characteristics in each educational institution. The need to preserve it seems relevant in terms of use of innovative technologies in the educational process.

The processes of training and education in the university are closely interrelated. The aura that arises as a result of the creative implementation of the educational process by the whole teaching staff of the university and is commonly called the linguacultural environment influences the upbringing and development of the student's personality.

One of its components is the teacher's personality. Indeed, the learning process usually takes place in the direct interaction of the teacher and student. And the linguacultural environment of the university itself is purely individual, unique, both in time and space. Depending on the linguacultural situation, it is determined by the faculty, the composition of the students, the specific learning conditions and the influence of modern society.

Immersion of a student in the linguacultural environment of a university serves as the most important individual factor in the training and education of the personality of a future specialist. The emergence of personal computers leads to the active development and application of innovative technologies in the educational process, which, allows the combination of traditional forms with them in a new way to organize training. The work of students with such systems is provided not only during practical classes, but also outside them, for example, when studying individual topics of the course independently.

In many universities, in the process of such training, students are expected to work independently according to a planned and specially organized programme using computer technologies. Contact with the teacher is usually carried out through social networks.

Researchers involved in the development of distance education programs argue that the distinctive feature of the 21st century will be learning with the help of new information technologies, which will lead to the formation of a new virtual linguacultural environment of the university.

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GLOBAL VIRTUAL LINGUOCULTURAL ENVIRONMENT

ГЛОБАЛЬНАЯ ВИРТУАЛЬНАЯ ЛИНГВОКУЛЬТУРНАЯ СРЕДА

Communication is the most important process of exchanging information of various kinds between people or groups. This is a complex, multi-faceted process that allows people to establish contact and cooperation in various fields and at various