

ABSTRACTING REVIEW OF JOURNAL ARTICLES

EDITOR IN CHIEF'S PAGE

Viktor ANDRUSHCHENKO

EUROPEAN PEDAGOGICAL EXPERIENCE AND NATIONAL TRADITIONS:

HARMONIZATION OF PRIORITIES 5

Reformation process in higher education of Ukraine is being analyzed; necessity to correlate it with European and world experience is being stressed. Underlining the importance and value of European standards the author is sure not to ignore Ukrainian experience; this experience is certainly useful for European area as well. Education system of each country has its national peculiarities. Their essence is determined by values formed by people and culture in the historical development. The system of education is considered to be civilized if national correlates with international, without dropping from historic context, continues its development simultaneously with the history, civilization and culture.

Key words: human, education, culture, training, traditions and innovations.

CURRENT THEME

Svitlana KALASHNIKOVA

IDENTIFICATION OF MODERN ORIENTS FOR HIGHER EDUCATION

DEVELOPMENT 12

In the article by analyzing development strategies and institutional profiles of the European expert organizations there are cleared up the modern landmarks for modernization of higher education and formed the recommendations on strategic planning for higher education development at national and institutional level in Ukraine.

Key words: academic excellence, institutional profile, leadership, development strategy.

ADVANCED EXPERIENCE

Serhiy KOZMENKO

CHALLENGES ON THE WAY OF INTEGRATION INTO THE INTERNATIONAL

SCIENTIFIC ENVIRONMENT 24

The innovative character of the university's activity on its way to the integration into the global scientific environment is in the combination of the following three-prioritized components: the work of specialized research centers; international scientific conferences; "Scopus" publications and journals.

Key words: scientific publications, ratings, bibliographic databases, specialized research centers, scientific conferences, academic mobility, Scopus.

PHILOSOPHY OF EDUCATION IN THE XXI-st CENTURY: SEARCH FOR PRIORITIES

Sergey KLEPKO

BASICS CONCEPTS IN LAW OF UKRAINE "ON HIGHER EDUCATION" 30

The topicality of clarification of the conceptual apparatus of the new edition of the Law of Ukraine "On Higher Education", which serves for the creation of conditions for inspired work of "new rectors", "new students" and "new professors" in order to provide Ukrainian society with qualifications those meet the needs and standards of the globalizing world is researched in this paper. It is shown that the vagueness of the definitions of "higher education", its systems, structures and objectives, impacts on the accuracy of the strategy of the national education system. Suggestions for clarification of the definition of these concepts on the basis of a systematic approach, which requires the optimization of the entire system, not just its separate parts are expressed.

Key words: higher education, system, structure, purpose of higher education.

Svitlana KRYLOVA

BEAUTY OF RELASHIONS BETWEEN A TEACHER AND A STUDENT AS
A PRECONDITION AND A VARIATION OF TRUE SOCIAL PARTNERSHIP38

The phenomenon of social partnership in the broad sense is analyzed. It is considered true and formal social partnerships which correlate with beauty and egoism in relations. The beauty of relations between a Teacher and a Student is recognized as a phenomenon and a variation of social partnership.

Key words: true and formal social partnership, beauty of relations, a Teacher and a Student, precondition, variation.

Sergiy KURBATOV

CORPORATE UNIVERSITY AS A CONTEMPORARY PRODUCT OF
INTERACTION IN BUSINESS AND EDUCATIONAL ENVIRONMENTS..... 44

The paper is devoted to the phenomenon of corporate university in the context of mutual influences of labor market and traditional educational institutions. We analyzed the process of development of corporate university and its role in the system of contemporary university education. The author argued that corporate university is an effective instrument of fostering interactions in academic and business environments at national and global levels.

Key words: corporate university, traditional university, entrepreneurship, innovations, business environment, labor market, transnational corporations.

MODERN SCIENCE AND CONTEMPORARY EDUCATION

Myroslav BAK

CONTINUITY OF INFORMATION ACCOMPANYING IN EDUCATION50

Nature and tasks of information accompanying in education are analyzed, its continuity is revealed on every stage in educational process; it is stressed that information accompanying must be based on variety of IT technologies; the effectiveness depends on teachers' competence and available technical devices; information accompanying means not only the use of devices in teaching process but working out methodological materials as well and introduction special cooperation. The latter is directed to collection and management, transmitting information and is carried out by educational process subjects due to aim and content of information accompanying. It is proved that information accompanying must be permanent and gradual.

Key words: human, education, information technologies, information area.

Olena SEMENIKHINA

STUDYING OF OPEN EDUCATIONAL COURSES OF MATHEMATICS58

The article touches upon an analysis of open educational resources of mathematics. It's text-describes the experience of studying mathematical online courses on analytical geometry, linear algebra, geometry and mathematical philosophy on resources Coursera, Edx, Udemy, INTUIT. We propose ideas concern the using such resources in the educational process at Ukrainian universities.

Key words: open education, educational resources, open educational resources, open educational resources in mathematics, mathematics courses.

BOLOGNA PROCESS AND UKRAINE

Liudmyla SHELIUK

CONTENT AND PROBLEMS IN DEMOCRATIC HIGHER EDUCATION
IMPLEMENTATION 64

The problem of content for democratic higher education is still disputable in scientific and philosophic discourse nowadays. It goes without saying that as a form of education system or-

ganzation higher education provides the greatest realization for interests, rights and liberties for all participants. Reorganizations in higher education favours the democratic factors implementation for its development. It also assists in overcoming barriers arising in the course of democratization.

Key words: human, culture, democracy, education, higher education, self organization in higher education, democratization in higher education.

TIME FOR REFORMATIONS: METHODOLOGY AND METHODICS OF EDUCATION PROCESS

Liliia YAREMENKO

LEARNING PROCESS MOTIVATION AS A PEDAGOGIC PROBLEM..... 69

Staff training process for pedagogic system is based on motivation of future specialists to work in the sphere of education centres where learners can reveal their inner nature and personal qualities, develop creativity, form cognitive, practical, emotional characteristics; the importance for forming competence in future specialists is stressed; ability to motivate learners is also a highlighted.

Key words: human, education, education area, out-of-school training, motives, motivation

HUMANISATION OF EDUCATION FOREIGN EXPERIENCE

Hanna HUBENKO

INTEGRATIVE PEDAGOGICAL BIOETHICS AS THE NEW TREND

IN DEVELOPMENT OF BIOETHICISTS..... 75

In article offered the model of integrative pedagogical bioethics as a necessary base for methodological maintenance the system of continuing bioethical education. There is a necessity of search the ways of optimization and modernization of training future bioethicists, the currency of system studying their professional training process in a modern socially-pedagogical paradigm. The general objects of the article are: the discovering of practice the bioethics tuition in Ukraine and other countries, proof of fact that bioethics tuition has to become widespread not just in medical institutes of higher education, necessity of introduction the new specialty of educationalist-bioethicist.

Key words: integrative pedagogical bioethics, integrative world-view, bioethical education, educationalist-bioethicist.

Olga ORLOVA

THE PERCEPTION OF ART AS THE BASIS MEDIA COMPETENCE FOR

PHILOLOGICAL STUDENTS 82

The article deals with the process of forming future teachers' media and artistic perception such as the role of literary communication, format, structure, elements and mechanism of passing. Comparison of media perception and the perception of art is viewed as a factor development of the media perception as the basis for students' media competence.

Key words: process of perception, artistic perception, media perception, media education, media literacy, information field, perceptual image, media competence for philological student, interactive education, critical thinking.

Olena SHCHERBAKOVA

A RHETORIC COMPONENT IN RECENT INVESTIGATION OF HIGHER

EDUCATION..... 89

The article is focused on the important aspects of rhetorical component in the latest investigation of higher education. The author's research is based on the experience of scientific un-

derstanding of the state and the topical issues of teaching rhetoric and other rhetorical subjects at higher school in Ukraine at the beginning of the 21st century. The scientist touches upon the experience of organizing and holding a round table on "Rhetoric in Higher Education: National Traditions, International Experience, and the European Guidelines" (Kyiv, 24th June, 2014), comments on the main results of its work and the latest priority lines of further effective development of modern Ukrainian rhetoric science.

Key words: rhetoric, rhetorical component, rhetorical subjects, investigation of higher education, experience.

FOREIGN EXPERIENCE

Svitlana FEDORENKO.

LITERACY AS COMPLEX PEDAGOGICAL PHENOMENON IN THE USA
HIGHER EDUCATION 97

This paper presents the general notion of literacy in terms of American higher education. The foundation for multimodal literacy through a theoretical and applied framework of the principles of visual, media, information and multicultural literacy are highlighted. The author has emphasized that successful activity in a world of multimodal information requires fluency in a broad range of literacies to consume and create texts in visual, audio, and written formats, to evaluate messages in a variety of mediums, and to gain sociocultural awareness and the ability to communicate and live in a diverse global society.

Key words: literacy, multimodal literacy, visual literacy, media literacy, information literacy, cultural literacy, cultural intellect.

Yulia GORUN

INTERNATIONAL COOPERATION IN THE DEVELOPMENT OF MEDIA
AND INFORMATION LITERACY AND INTERCULTURAL DIALOGUE103

The article focuses on the global importance of media and information literacy in the development of information and communication technologies and in the context of the formation of knowledge societies. Highlighted features of the international cooperation in the development of media and information literacy and intercultural dialogue. Analyzed the achievements of different countries in the implementation of projects of this kind of literacy in the university curriculum.

Key words. Media education, media literacy, media-information literacy, intercultural dialogue, knowledge society, mass media, international cooperation, university network.

YOUNG SCIENTISTS' PAGE

Olexiy VORONKIN

THE PERIODIZATION OF EVOLUTION OF INFORMATION
AND COMMUNICATION TECHNOLOGY OF EDUCATION.....109

The article presents results of the analysis of scientific and pedagogical sources from which identified the phases of the evolution of information and communication technology of education of students in higher educational institutions of Ukraine (the second half of the XX century – beginning of XXI century). The possibilities of criteria for developing stages are discussed.

Key words: periodization, phases, criterion