

## MEDIA TECHNOLOGIES IN THE TEACHING AND LEARNING PROCESS

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**Abstract.** The article discusses the need for the use and development of modern information and communication technologies in the field of education. The use of technology has spread widely around the world and changed the way we live and shape our relationships. This change has affected the field of education, learning needs and opportunities in various ways. New ways of using language and motivating students in these forms create new opportunities for collaboration and interaction between teachers and students. In addition, many students use a lot of digital devices such as: computers, cell phones, tablets and more. Technological devices are part of their daily lives. Nowadays, a variety of new technological devices are available to many people as well as students. Technologies need to be integrated into education and language learning. Technology enhances students' abilities as they are used in everyday life. This new era of learning is welcome.

**Keywords:** *Social Media, Internet Resource, Distance Learning, Learning Platforms.*

The use and development of modern information and communication technologies is a necessary precondition for the successful development of any country and society, with a clear perspective. It essentially changes all public relations, creating a new information society. Without ICT, the progress of humanity, any sphere of life, world security, effective international relations, education system, socio-economic progress, development of civil society, creation of a state governed by the rule of law is inconceivable. Over the last few decades, the development of information technology (IT) has reached such a level and scale that the XXI century is literally pre-recognized as a new stage in the gradual development of mankind - the so-called as a period of formation of electronic society. Currently, information-communication technologies are used together with information technologies, and mainly the

multimedia communication environment of global official importance, where the exchange of non-verbal information between people is as simple as the usual conversation.

Today, modern teaching methods and technologies are being actively introduced in Georgia. In this regard, great importance is attached to the activity of teachers and the use of information and communication technologies. It is the knowledge of information and communication technologies that is the basis for the further development of electronic literacy. Today the internet has drastically invaded our lives. Modern education has become unimaginable without computers and the Internet. Most pupils, students and other citizens are actively using computer and internet capabilities in a variety of fields, including education. In modern society, against the background of a sharp increase in information, specialist training is required for virtually a lifetime. Before you could get an education once and live your whole life in peace. Today, "once received education" leads to the need to seek new methods and technologies to acquire and deepen knowledge [1].

The use of Internet technologies and distance learning gives completely new opportunities to specialists both for continuing education and for specialist training, for secondary education, and most importantly, makes the learning process accessible. The rapid development of the latest technologies in the developed countries of the world, their introduction in all fields and the emergence of new fields of knowledge, with the increase of competition and the formation of a global labor market, requires continuous improvement and enhancement of professionalism. It is impossible to achieve this without the use of modern information technologies. The use of new teaching technologies is considered a top state priority in many countries around the world. In this regard, the advanced experience of foreign countries should be taken into account, which is necessary for the reform of the current education system in Georgia.

Information retrieval has become a crucial factor in the development of society in the XXI century. Information and communication technologies (ICT), connecting people with each other, Determines the process of community development. It is true that we have a great deal of knowledge and experience in traditional teaching, but we are significantly behind many countries in the world in the use of ICT teaching methods.

The acquisition of Internet technologies and the introduction of them in all fields is a natural process of learning and establishing a new way of life. That is why the only real way to achieve this is the widespread introduction of Internet technologies in the educational process. Since the form of absentee education has been abolished, more and more young people want to get higher education, and some of them want to continue their education without further

production, this can be achieved by introducing a form of distance learning in higher education [2].

This computer program provides the student with so much deep and extensive information, enriched with effective visuals, that it is inaccessible to the traditional method of teaching. It dramatically expands teaching opportunities. Distance learning is a new method of acquiring knowledge using electronic technologies: telecommunications, television, multimedia, data transmission via satellite channels and computer networks. Distance learning is possible without limitation of time and place: get acquainted with the education systems of foreign countries, listen to the courses prepared by the best professors of European and American higher education, receive first-hand consultations from the course author, pass exams, receive certificates and find a job.

All study materials are transmitted through a computer network. Internet, fax, telephone, dialog network, videophone, audio and video conferencing are used for the exams. Distance learning is a system of absentee education through Internet technologies. Assimilation of study material and testing of acquired knowledge does not require the student to be present directly in the classroom.

The distance learning form involves the acquisition of professional knowledge and skills using the capabilities of Internet technologies. Modern networking software products enable the organization of a full-fledged relationship between student and teacher Online. Higher distance learning provides the operational supply of essential materials for students - e-textbooks, video recordings of lectures, seminars, etc. Feedback is via video conferencing [3].

Advantages of distance learning The advantages of distance learning are as follows: Convenience and accessibility - Online learning is possible without leaving home and office, from virtually any place where you have access to a computer and the Internet. This makes it possible for a modern specialist to acquire knowledge without special business trips, vacations and travel, so as not to interrupt his or her core business. In addition, study is possible at any time of the day and on weekends. By choosing the form of distance learning, the student is given the opportunity to make his / her own study schedule. A list of methodological materials and literature will be provided at the beginning of the semester. Using the form of distance learning, students are given the opportunity to receive information 24 hours a day, which makes it possible to develop an individual lesson plan [4].

Flexibility - There is no set time for lectures, you decide for yourself when you want to complete assignments. You know when you have what to take, and many courses offer a schedule. Choice - There has been a boom in distance learning opportunities over the last few years, as a result of which many accredited and reputable universities have begun to develop

such programs. Cost - Distance learning is usually cheaper than traditional methods, which is due to the absence of many factors such as: travel, living and self-learning process organizational costs. (There is no cost of building the teaching building, there is fewer staff and the number of teachers is also smaller). Managed - you create the learning environment yourself, you choose the place and the scheme. It is better for some students - for example, for those who are linguistic. It has a barrier and it takes more time and effort to master the material. Job / Career - Because distance learning is in cyberspace and regulated by you, there is no need to quit your job or take an academic job and thus ruin a job or job or school [5].

Online learning gives people with disabilities a unique opportunity to learn new skills and to integrate into society. It becomes real for them to buy a profession and, consequently, to get a job.

Moreover, the professions related to computer technology and the Internet are becoming quite popular. (E. g. internet marketing, network marketing etc.).

Online teaching methods take on a more individual nature of teaching than the traditional method. The user chooses the learning pace himself, can skip several times to skip or select certain chapters of the material. Wherever you live, you may not have the courses you want. All you have to do is search for the program or courses you are interested in, register on the site and pay the tuition fee. The face is an organizationally simple process. The student can receive information via text, or multimedia, complete an interactive practical assignment, view a lesson, and move on to the next lesson if the material is mastered.

Upon completion of the test, the system provides the teacher and student with detailed information about what time the result showed, summarizes and statistically processes the test result. It has been successfully introduced in the education management information system and is currently being refined and developed in distance and e-learning methods.

### **Conclusion**

Today, modern teaching methods and technologies are being actively introduced in Georgia. In this regard, great importance is attached to the activity of teachers and the use of information and communication technologies. From an organizational point of view, the interactive teaching mode makes the learning process much more accessible and simple than the classical methods of education. Online education gives a unique opportunity to people with disabilities, both in mastering a new profession, as well as in integrating them into society. It becomes real for them to buy a profession and, consequently, to get a job. The article discusses the incomplete list of advantages of distance learning, which gives some idea about the advantages of this system.

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## მედია-ტექნოლოგიები სწავლისა და სწავლების პროცესში

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**აბსტრაქტი.** სტატიაში განხილულია განათლების სფეროში თანამედროვე საინფორმაციო და საკომუნიკაციო ტექნოლოგიების გამოყენებისა და განვითარების აუცილებლობა. ტექნოლოგიის გამოყენება ფართოდ გავრცელდა მთელ მსოფლიოში და შეცვალა ჩვენი ცხოვრება და ურთიერთობის ფორმა. ამ ცვლილებამ გავლენა მოახდინა განათლების სფეროზე, სწავლის საჭიროებებსა და შესაძლებლობებზე სხვადასხვა ფორმით ერთისა და იმავე მიზნის მისაღწევად. ენის გამოყენების ახალი გზები და მოსწავლეთა მოტივაცია ამ ფორმებში ქმნის თანამშრომლობისა და ურთიერთქმედების ახალ შესაძლებლობებს მასწავლებლებსა და მოსწავლეებს შორის. გარდა ამისა, ბევრი სტუდენტი იყენებს უამრავ ციფრულ მოწყობილობას, როგორცაა: კომპიუტერები, მობილური ტელეფონები, ტაბლეტები და სხვა. ტექნოლოგიური მოწყობილობები მათი ყოველდღიური ცხოვრების ნაწილია. დღესდღეობით, მრავალფეროვანი ახალი ტექნოლოგიური მოწყობილობა ხელმისაწვდომია მრავალი ადამიანისთვის ისევე როგორც სტუდენტისთვის. ტექნოლოგიები უნდა იყოს ინტეგრირებული განათლებასა და ენის სწავლაში. ტექნოლოგია ზრდის სტუდენტთა შესაძლებლობებს, რადგან ისინი იყენებენ მას ყოველდღიურ ცხოვრებაში. მისასაღებელია სწავლის ეს ახალი ეპოქა.

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