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## MEDIA ENVIRONMENT AS FACTOR OF REALIZATION OF CREATIVE POTENTIAL OF FUTURE TEACHERS` IN THE MOUNTAIN SCHOOLS OF THE UKRAINIAN CARPATHIANS

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**Abstract.** The article shows up “media environment” as a factor of future teachers` creative potential realization in the mountainous schools of the Ukrainian Carpathians. The problem of using media environment as a factor of future teachers` creative potential in the mountainous schools of the Ukrainian Carpathians and the ways of its optimization is the main point of this research. Highlights ways to modernize social and professional orientation training of students in the creative process of nature is situated in information education and educational environment of high school. We consider the causal link use media environment as a factor of future teachers` creative potential and complexity of the teacher in the mountainous schools of the Ukrainian Carpathians. The basic function of the media environment are extensity, instrumental, communicative, interactive, multimedia. Reveals some aspects of training students to creatively active teaching process we describe subjects with objective possibilities in the formation of professional skills of future teachers` and which directly affect the realization of creative potential – “Ukrainian folk art”, “Basic recitation and rhetoric”, “The basis of pedagogical creativity”. The necessity of creating a full-fledged media environment in higher education is important condition of successful education as an important factor that allows the efficiency of the creative potential of future teachers` in the mountainous schools of the Ukrainian Carpathians.

**Keywords:** media environment, creative potential, teacher training.

The rapid scientific and technological development of modern society, diversification of the economies in many European countries including Ukraine brings the development to the provision of education encourage social change and actualize an intense period of development, implementation and use in everyday life personality of modern information and communication technologies.

Complex demographic processes in Ukrainian Carpathians zone, monofunctional management, lack in many areas of telecommunication networks, high unemployment and the consequent depression of the adult population and lack of proper communication with colleagues led to a decline in teacher professionalism, social activity and creative approach to the educational process.

Therefore, the question arises as to create conditions for the development and realization of students` creative potential not only traditional teaching methods, but also by using media environment. Summarizing said previously, we note that an important place in the educational process of higher education must occupy a social and cultural nature of the media environment institution.

The relevance of this study is determined by the urgent need of theoretical justification in higher education on the material of media culture that promotes not only the formation of personality of the Ukrainian modern citizen, but also realize the creative potential future specialist and prepares professionally competent to implement the lessons learned in practice in the mountainous schools of the Ukrainian Carpathians.

Analysis of current research on the use of media environment as a factor of future teachers' creative potential showed that over the past decade in the educational system of higher education formed fundamentally new situation caused by informatization of education and educational space diffusion penetration of media technologies in the educational process that are extremely difficult situation without the media competence of students in higher educational institutions.

One of the important aspects of the research impact of media and ICT media environment is to study the impact on the individual. This area includes many other aspects. The interest of sociologists call the ability of certain media products (advertising, promotional materials, media campaign, Internet, TV etc.) do stimulant effect on the audience, the impact of new communication technologies, the impact of sexually explicit media products, consumer response to media materials dangerous and troubled character, the impact of political propaganda and many other problems.

Potential impact media environment, beliefs, and as a result these media objects, the behavior of the audience are reflected in the works of Doctor of Philosophy Institute of Communications Studies at the University Alabama state. Bryant and S. Thompson, who is available and is widely interpreted by popular opinion about the expected effects of media: effect of media press, convincing presentation, the impact of computer games, the Internet, social networks, mobile communications and identity, the role of children and educational television programs. In addition, considerable attention is given to the authors of the study media conversation positive effects such as the development language and flexible thinking<sup>1</sup>.

The phenomenon of media as a factor of the individual creative potential in contemporary Ukrainian society reveals A. Miller<sup>10</sup>. Describing the advantages and disadvantages of using mass media, O. Rudnytska indicated that they have a significant impact "on the initiation of human nature to the phenomena of culture, mass consumption which grew into an independent environment of social life" and yet it causes "negative consequences in the development of spiritual environment..."<sup>13, p.51-52</sup>.

Aspects of forming students' creative potential in the professional courses in universities were finding in the research scientists Ukraine (V. Verbets V. Vojvodina A. Oleksyuk et al.).

Scientists have unanimously agreed that large-scale computerization of society, media technologies are an important influence on the development and implementation of creative potential future professionals.

The purpose of the article is to highlight some aspects of the "media environment" as a factor in realization of creative potential future teachers' in the mountainous schools of the Ukrainian Carpathians and discovering the ways of modernizing profesional focus of educating students in the creative process of character development in information education and educational environment of high school.

The main source of strategic resources is human capital and knowledge that determine the overall level of society is the development of education. The main catalyst for this development is computerization. A person living in the XXI century media tyzovanomu space information society, which is its new environment being a reality of modern culture. Virtually all aspects of personality imbued by the media, the new IP- technology (primarily audiovisual: television, film, video and multimedia computer, online multimedia, Internet resources).

One of the most important factors in shaping the personality characteristics of future teachers', including the important role played by the ability to realize their creative potential is the media environment.

From the earliest years of his life we find ourselves in a field created by a network of mass communications (Sc. Media that include all types of media that operate in the global cultural space

through new technology and combine the social and cultural value of its heterogeneous components). In this regard, there is a problem of mutual information environment on personality.

It is impossible to imagine modern teacher who does not use in their professional communications things such as the Internet, mobile communication and other means of interactive communication. At the present stage of development of education in Ukraine is updated constantly need to create a topic in higher education institutions full-featured media environment, which is to develop, maintain and implement creative potential future teachers` to further use the experience gained in their future careers. "The competent teacher who is characterized by a high level of formation of knowledge ... must feel not only conscious recipient and mediator is a leader of public opinion"<sup>8</sup>.

Yes, the Internet and other modern means of communication make it possible:

- interactive empowerment and modernization of the educational process in schools;
- the development of innovative technology training sessions;
- of the leading educational solutions.

In turn, the media environment creates:

- field of teacher 's own creativity in professional activities;
- resource sharing innovative teaching ideas and then applying them in practice;
- the conditions for the modernization of the education market;
- -teaching methods creative teacher to provide information to the younger generation;
- progressive conditions of creativity teachers` in the use of modern interactive technologies in practice.

Referring to the problem of media environment as a factor of creative potential future teachers`, we draw attention to the complexity of the teacher in the mountainous schools of the Ukrainian Carpathians. This is due to the living conditions of the population in Ukrainian Carpathians: geographical villages` remoteness from district and regional centers; specific economic, landscape and natural features of hills, varying climate conditions (floods, snow drifts, storms, etc.) or improper condition and lack of civilized overpasses.

The emergence of new technologies requires revision status and prospects of the education system in the mountainous schools of the Ukrainian Carpathians. At the present stage of the growing need of society as a teacher, able to creatively approach any changes, unconventional and efficiently solve the existing problems, due to the acceleration of the development of society and, consequently, the need is to prepare people in a rapidly-changing life. The greater need of society is in the creative initiative of the individual, and greater need arises in the practical problems of developing creativity mountains` school teacher. The strategy of modern education is to provide opportunities for all students to show their talents and creativity, suggesting the possibility of personal plans. These positions correspond to modern humanistic tendencies of the national school, characterized by a focus on teachers' personal fulfillment opportunities in the professional activity.

The main tasks of higher education include the task of shaping students` creative thinking such a mechanism, which would give the ability to quickly adapt to the constantly changing, find and analyze new sources of information, creatively apply them in their professional activities<sup>2</sup>.

One of the first studies on the development of complex concepts and media culture media environment belongs to A. Kirillova<sup>6</sup>. "Before we broadcast channel based on ideological, emotional and even unconscious expectations the audience... Media is not just a means to convey information, this whole environment in which manufacture esthetic and broadcast cultural codes"<sup>7, p.22</sup>. Media environment researcher understood as a set of social conditions in the context of functioning of media. According to D. Sharonov, terminological evolution of media or communication to the environment, i.e. media environment reflects a new understanding of the media environment as becoming "special communicative space of media"<sup>14, p. 235</sup>.

In the media environment refers to artificially created environment of human activity and communication, considered in relation to the content of its forms - mechanical, physical, or other sales in the form of networks of communication as a sociocultural phenomenon that is not seen at the level of

acoustics, mechanics, engineering, electronics or process data exchange and at the following major functions:

- Extensivity - providing empowering sense organs and other systems of man as an individual and as a society. These include “second nature” personality - forms, means, methods and results of socially significant human activity<sup>9</sup>;

- Instrumental - instrumental enables (individual or collective) action, i.e. the possibility of individual or collective use “extensions”: water systems, vehicles, databases and other standard information resources etc<sup>3</sup>;

- Communication - enables communicative action, resulting in a corresponding expansion of a means of communication and joint activities. These are transportation network, city, army, government and others<sup>3</sup>;

- Interactivity - provides indirect or consequential result of feedback in the communication and collaboration activities like interactions, i.e. communication, exchange of information;

- Multimedia - a combination of different types of impact and perception in the interaction until the occurrence of synergy, “new media”.

Thus, functional media environment is the part of the “second nature” of man, through which it sells its operations in five of the above functions. In the context of our study there are important features of media environment as interactivity and multimedia. The question is: “How to define the functions affect on the realization of creative potential future teachers` creative potential; in preparation for professional schools of the Ukrainian Carpathians?” As the teacher develops creativity in teaching activities, as the implementation is in the direct teaching of practical action. To prepare students for this action and designed the course “Fundamentals of educational work” means to prepare for practical actions. The aim of the course is to prepare students for active creative educational activities using its process all acquired in learning knowledge and skills, summarizing the best educational experience, systematically solving educational problems and solving pedagogical situation that is necessary for the further implementation of effective teaching and educational process in the mountainous school of the Ukrainian Carpathians.

Studying course “Fundamentals of educational work” implies mastery of knowledge into the essence of pedagogical skills, teaching communication, basic teaching techniques, fundamentals of theatrical pedagogy, creative lesson plan, elements of progressive and classical teaching experience, skills into the using of the modern computer technology in preparation for professional work, solving educational problems, solving pedagogical situation. From the series of creativity-oriented training we see things that are objective possibilities in the formation of professional skills of future teachers` and which directly affect the realization of creative potential, e.g. “Ukrainian folk art”, “Basic recitation and rhetoric”, “Fundamentals of educational work.” In our opinion, the course “Ukrainian folk art” fully promotes creativity, abilities, creative and executive skills of future teachers`, is essential for determining the success of future teachers` to realize their creative forces in professional activities. For a variety of folkloric works perfect, polished by centuries poetics prove deeply pragmatic, artistic and aesthetic knowledge of the people and the world, and himself.

Appeal to the creative origins of the Ukrainian Carpathians` people in the preparation of future teachers` is to improve the efficiency of the folklore role in the creative guidance of students, ensuring the active realization of their creative potential on the basis of formation of their skills of independent work with the works of oral poetry that perfect art form reflects life, work and fight for a better fate, history, daily life, thoughts, views and aspirations of the Ukrainian people, enhancing effects on emotional intelligence and scope of future specialists in the study of folklore sources of creativity Ukrainian writers. In the process of studying of “Fundamentals of recitation and rhetoric” in students develop a system of personal qualities: the culture of thinking, culture, language, culture, behavior, culture, communication, culture, performance skills and more. The process of mastering the basics of recitation and rhetoric aimed at building skills such as: the capacity for synthesis, analysis, perception of information, setting goals and choosing the ways of achieving it, the ability of logically correct arguments and simply to build oral and written language in the process of communication, willingness

to cooperation with colleagues, work in a team, the ability to apply the philology and cultural knowledge in the field of applied professional, independent measures design, the ability to apply this knowledge in their own careers, providing a full realization of creative potential in careers teacher.

Analyzing the given material, we define: so much importance in implementing creative potential future teachers` in the mountainous schools of the Ukrainian Carpathians gets media environment combined with the processes taking place in the space of individual`s consciousness. Potentiality media environment of higher education is determined by a wide range of possibilities for the creative potential of students: independent creative thinking, national ideology, national aesthetic consciousness, enhance knowledge acquired by students in the process of assimilation program "Fundamentals of educational work", "Ukrainian folk art" and "Fundamentals of recitation and rhetoric."

Significance and role of the information environment of higher education clearly increases exponentially. Today is a complex product of human`s exploration of the world (in its social, moral, psychological, artistic, and intellectual aspects). Creating a full-fledged media environment in higher education is the important factor which enables the efficiency of the future teachers` creative potential in the mountainous schools of the Ukrainian Carpathians.

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