

Social Networks as an Educational Environment of the Formation of Speech Competence Among Future Junior Specialists in Journalism

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Abstract. In this research social network is considered as an educational interactive space, the basis of an innovative educational process with applying modern information technologies for the formation of speech competence among future junior specialists in journalism. The author focuses attention on applying advantages of social networks which allow forming the environment for conditions that promote positive changes in the indexes of speech competence formation among future junior specialists in journalism.

Keywords: *social network as an educational environment, future junior specialists in journalism, speech competence, the formation of speech competence among future junior specialists in journalism.*

Introduction. The priority task of modern education must be directed at searching the new patterns of the educational process organization by applying informative and communicative technologies and also at formation of an effective environment for qualitative communication between the teacher and student. Currently, under the subject of the educational process, to those who teach and those who are taught, the following conditions are met: comprehensive access to the informational software, work flexibility, extra promptness in transmission and receiving knowledge, the ability to teach and be taught remotely, be sociable and aware of modern informational technologies. The journalist's job is to bring the information to the recipient as soon as possible. By mastering new technologies and Internet, journalists can publish information about the event directly after it happened [3]. It is easy to use social networks for this purpose (Facebook, Twitter, etc.). These social networks are chosen because millions of people from different parts of the world visit them[4].

A brief overview of publications on the topic. Due to the global informatization of society in general and educational process, in particular, the appearance of a significant amount of social networks, activation of the younger generation in them, (mainly education seekers) the aspects of using virtual spaces is the subject of study of scientists: a historically-analytical review of the development of social network technologies and perspectives of using them in teaching (N. Barns, Dj. Audi, D. Martsial, O. Pinchuk); educational opportunities of social networks (A. Leskault, P. Bato, R. Hurevych, S. Zolotuhin, S. Ivashniova, A. Klymenko); social network role in the aspect of the teaching of a specific cycle of disciplines (D. Bodnenko (journalistic), U. Yechkalo (physics), I. Karpa (philological), H. Kuchakovska (informative).

The object of scientific researches by L. Matsko, V. Melnychaiko, L. Palamar, M. Pentyluk, O. Semenoh, L. Skurativskiy, L. Struhanets, H. Shelehova is the problem of formation of speech competence of the future teachers, philology students; scientific studios of N. Babych, L. Zinchenko, O. Horska, O. Ivanova, N. Zhuhuliy, K. Levitan – the specific of speech skills as the manifestation of professionalism; Dj. Rajven, N. Nychkalo, D. Beh, D. Hryshyna – competent approach in education; V. Rizun, N. Zelinska, M. Tymoshuk – the foundations of profes-

sional training of the students of the specialty 061 Journalism (“Publishing and Editing”).

Due to strengthening of the interest to the social media in the context of their use in the educational process for the last years, however, until that time there are not enough researches, dedicated to the analysis of social networks as an effective environment for the formation of speech competence of the future junior specialist in journalism.

The purpose of this paper is to consider the educational aspects of using social networks in the process of formation speech competence of the future junior specialist in journalism.

Materials and materials. During the organization and conducting research were used both general scientific methods (analysis, synthesis, comparison, generalization) and special methods. In particular, general scientific methods were used in the process of theoretical analysis on the ground of Ukrainian and foreign scientific base, related to the topic of the research. The methods of observation and pedagogical experiments were applied in using social networks in the educational process for the formation of speech competence of the future junior specialist in journalism. By the method of questionnaire and control sections of knowledge of the students of the major “Journalism” directly was investigated the level of formation of speech competence.

Results and discussions. The analysis of scientific sources confirms, that social networks, which manifest as media environment, are powerful online resources. They extremely expand news feeds, which are multimedia space, that can be used for organization tasks in play form.

Social electronic network (from now - social network) is observed by S. Ivashniova as “virtual space, which provides by its means of communication, support, creation, development, reflection, and organization of social contacts, including data exchange between the users and necessarily provides the previous formation of account” [5].

Applying the services of network technologies as a modern educational tool provides an increase in the quality of the educational process, formation of media-informative literacy of the subjects of educational activities, which allows the quick reaction for new require-

ments of informative society". Foreign experience also confirms the results of the research conducted in the USA, that more successful are the students of the first course, that use informative and communicative technologies in studying, including social networks [1,2,7].

During the conducting of the experiment about specifics of using social networks in teaching the college student of major Journalism, we chose that form of work when the abilities of social networks were using as communicative tools for communicating between the educator and student done outside of class hours time. That method of communication had an educational purpose because it allows the educator to provides necessary consultations for mastery speech material.

The interface of the community "Language and Ink-stained wretches" became material for that research and was posted on the social network Facebook. The students of Machine Building College of Sumy State University of major 061 Journalism for the period 2015-2019 academic years were involved in this experiment.

The community "Language and Ink-stained wretches" on the social network Facebook was created for the formation of speech competence. This group is a peculiar virtual educational laboratory for mastery of speech competence. The peculiarity of this community is that students are both the authors and the participants of the community.

This social network (from now - SN) was favored because: the majority of the students are the users of this social network; SN is multipurpose, it realizes different technology opportunities; SN is informal, which, undoubtedly, would help to overcome communicative barriers, if some of them appeared.

Besides, this SN has a lot of applications, which can be used in educational purposes: the books weRead (allows to share the thoughts about books, write own comments and find out the opinion of the other reader about books); Flashcards (allows to create flashcards, which help to learn on Facebook); DoResearch 4ME (designed for collecting information using abstracts, instructions, etc.); Study Groups (allows to actualize a group project); HeyMath! (mini-movies explains complex concepts, help students to understand the material better); SlideShare (enables the creation of presentations for sending students a slideshow); BookTag (enables to share books, and also create interesting tests for learning); Docs (enables to create and share Microsoft Office documents on Facebook); Zoho Online Office (enables to keep your documents on Internet, and even share them with the students and colleagues) [9].

The participants can work with multimedia content: look through video master-classes of the famous Ukrainian and foreign media persons, video lessons from famous editors, actors, linguists, analyze television broadcasting through video programs of Ukrainian channels, by ear edit journalist's audio texts. It was convenient, that students could work with that material any time a day by having free access to that.

One of the key conditions of creating a successful pattern of formation speech competence becomes a form of common communicative space between the educator and students, when everybody was doing an important and equivalent role. The teacher was the organizer, moderator,

and students were performers, creators of the interesting informational product, active participants of educational virtual space, which turns in professional cooperation.

To prove that social network is an effective environment for the formation of speech competence of the future junior specialists in journalism was conducted a poll among students on major Journalism that are participants of the community. Responders named such advantages of SN as an educational space: convenience and accessibility (72%); informality (12%); interactivity and creativity (8%); self-organization (5%); common activity (3%). For the question "Do you think it is appropriate to apply SN for the formation of speech competence?" 95% - answered "yes"; 4% - said "not at all"; 1% - gave a negative answer.

To ensure the results of the experiment the check of the level of formation speech competence among future junior specialists in journalism was conducted. For this purpose, were conducted incoming and control testing in Google Classroom. Authorial test of evaluation of formation of speech competence among future junior specialists in journalism provided for verification of language and communication skills (as components of speech competence of the future junior specialists in journalism) consisted of 20 questions (opened and closed), related to the rules of writing texts (formal essay), the knowledge of the rules of language and speech, the ability to perceive text, etc. Each correct answer was rated to 1 point. The distribution of points was oriented by levels: low (1-8), middle (9-15), high (16-20). Those tasks give the possibility to the most fully reach the content component of the speech competence of future junior specialists in journalism and evaluate the entire volume of generated knowledge. The poll has a medium grade by the results of the final testing higher (quality score increased by 15,8%), in accordance, the level of formation of speech competence - higher.

Let's compare the results of our research with the results of similar research by the candidate of philological sciences, the associate professor of the department of social communications of Eastern Europe National University named after Lesia Ukrainka Nataliia Shulska [8]. The research was conducted for establishing the efficiency of the social network V Kontakte for the formation of editor competence. The possibility of this comparison is due to the fact that respondents of both types of research receive a major in 061 Journalism ("Publishing and Editing"). The poll conducted by N. Shulska, in general, proved our considerations that social network is an effective environment for the formation of competence. We share the opinion of the researcher, that the future is behind that form of organization of the educational process because applying social network, as one of the popular services of spending time by the students will give more mobility, interactivity, accessibility, creativity to the Higher Education, which will increase the motivation to learn, will significantly affect the quality of results of students' cognitive activity.

Conclusion.In the research the social network is considered as educational potential, interactive space - the base of innovative educational process with using modern informative technologies for formation of speech competence of future junior specialists. The applying of

positive sides of social networks (convenience, great informative, accessibility, informality, psychological comfort) allows to form the environment for the conditions, which contribute to the positive changes in the indexes of formation of speech competence among future junior specialists in journalism, in particular, an

implementation of successful communication between the teacher and student in after-hours, overcome any barriers in limited access to studying, make it non-standard and interesting, create auspicious psychological climate for mastering knowledge.

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