

Innovations of teaching process relating to the growing use of Internet and IT technologies on the international market

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Abstract

Introduction and aim : Gradually we are starting to use actively information resources in almost all areas of teaching. In recent years there has been a great increase of interest in methods of teaching since this field has many attractions as an area for research. A great deal of useful research work has been carried out. New ideas and new data produced as the result of research are usually developed into new teaching materials and teaching technique.

Nowadays new products are created on the informational market, which are necessary features of the economical development and significant factor of social life. The informational marketing is the foundation and basis of the e-society and led countries and governments to the integration in the global world network. With the help of informational marketing are implemented new ways of informational products offering to variety of audience (customers), considering their needs and demands. Prior to the global informational system establishment the main source of the information retrieval was personal relationships. Today information retrieval on the international scale are highly accessible through the global informational marketing, where, despite the capacity any kind of information could be gained. Nevertheless, gradually the use of communicative approach in teaching processes is becoming more appropriate and more effective, and moreover IT technologies are almost essentially necessitous to achieve high percentage of students' motivation.

Research methodology: The changes the teacher must bring about in his students may be divided as practical –students acquire habits and skills in using a foreign language, educational – they develop their mental abilities and intelligence in the process of learning the foreign language and culture– students extend their knowledge of the world in which they live.

With IT development and of course with the more and more popular access to the Internet and variety of tools enabling using IT technologies in teaching, encourage many educational institutions and companies to expand their offers with e-learning courses. Owing to that costs for knowledge and learning can be reduced. Moreover course materials can be studied by the employees or students at a convenient time and place, which gives them a chance to even possibilities of getting an education.

Results and implications

With the development of informational and communicational technology world is becoming much smaller, so that connection between two subjects in different parts of the world is established within a few seconds. Digitalization shall undoubtedly be confirmed as one of all-present generic trends, which to a large extent brought forth appearance of the rest of them.

Computer Assisted Language Learning provides additional strategies when implementing technology in the classroom and brings sufficient improving in English language acquisition. Moreover students participation and involvement increasing and that gives better language quality and opportunities of supporting learning process.

CALL offers smooth and plain lesson plans, which are enriching learning activities, Web-based resources, classroom implications, and a variety of teaching tips and strategies for classroom that teachers can use when contributing and easing acquisition process in middle and high schools. The strategies do not require the classroom teacher to have an extensive background in technology or a room filled with state-of-the-art computers. Rather, many of the examples and tips involve classrooms with only one computer and require only average computer skills. Filled with websites and resources to help teachers can make web based exercises, create social networking sites, use podcasts and PowerPoint Jeopardy games, start Wikis, and even incorporate text messaging. Teachers also can introduce such tools as podcasts, PowerPoint, moviemakers, audio makers, and web publishing that allow language to be used and manipulated in creative and engaging ways. Furthermore *IT* tools like -- email, instant messaging and discussion boards can assist written and verbal communication on students.

Conclusion

The article deals with the importance of implementation of Informational Technologies as the useful way of teaching and learning foreign Language. Also are described the opportunities of using such innovation and aspects of pedagogies. Computer Assisted Language Learning expands the ability of learning for individual student and the use of different software programs assists students to learn foreign language more easily by contributing visualization with multimedia technologies.

One of the most significant achievements of the last decade represent the creation of the international network, which greatly influenced the educational process. The introduction and the use of cyber space has become totally new direction in Didactics. At the same time amendments that have been implemented or are being implemented affected and changed in all aspects the educational process, starting from teaching methods and finishing with the demands for academic level of students or even teachers. the article discuss some problems and specifics of the topic.

Keywords: Computer Assisted Language Learning, IT technologies, acquisition process, tertiary education, Internet marketing, communicative approaches.

1 The development of informational and communication technology and informational market.

With the development of informational and communication technology world is becoming much smaller, so that connection between two subjects in different parts of the world is established within a few seconds. Digitalization shall undoubtedly be confirmed as one of all-present generic trends, which to a large extent brought forth appearance of the rest of them.

Nowadays new product are created on the informational market, which are necessary features of the economical development and significant factor of social life. The informational marketing is the foundation and basis of the e-society and led countries and governments to the integration in the global world network. With the help of informational marketing are implemented new ways of informational products offering to variety of audience (customers), considering their needs and demands. Prior to the global informational system establishment the main source of the information retrieval was personal relationships. Today information retrieval on the international scale are highly accessible through the global informational marketing, where, despite the capacity any kind of information could be gained.

1.1 Internet marketing

One of the main function of the World Wide Web is e-Commerce, which provides sorts of marketing activities, sale and purchase of goods and services, setting relationship between the customers, the market growth, reduction of the necessary spending for the mediators. E Commerce contributes the development and growth of Internet marketing.

There are 4 main functions of the Internet marketing. These include: communication, information, entertainment and e-Commerce. Marketing specialists consider communication as a part of the management of relations with customers. Its effective, pragmatic ways and channels represent Internet. Here communication is interactive, the initiators of which are buyers as well as sellers. Modern organizations are actively using the Internet for communication policy.

The essential circles of the internet marketing are also the following subjects: institutions, individuals, informational intermediaries, Internet providers, and government agencies, different forms of organizations and unions, which are working on the market.

There are several methods of business communication, including:1. Web-based communication - for better and improved communication, anytime anywhere. 2.Video

conferencing which allow people in different locations to hold interactive meetings; 3.Reports - important in documenting the activities of any department; 4. Presentations - very popular method of communication in all types of organizations, usually involving audiovisual material, like copies of reports, or material prepared in Microsoft PowerPoint or Adobe Flash; 5. Telephone meetings, which allow for long distance speech; 6.Forum boards, which allow people to instantly post information at a centralized location; 7.Face-to-face meetings, which are personal and should be succeeded by a written follow up.

Choosing the right means and mode of communication plays a vital role in the effectiveness of the message being communicated and such a choice depends on various factors such as; If the organization is small, probably more communication will be oral, than in larger organizations where it may be in writing. The policy for communication also would play a major role in influencing one's choice of mode of communication. The main point to be considered here would be to evaluate whether the cost involved in sending the message would be commensurate with the results expected. Whether the message is confidential in nature, urgent or important etc. and whether a matter would require hand delivery or be set by registered post etc. also influences the choice of mode and means of communication. Whether the message to be sent is also another vital factor which could influence the choice of means and modes of communication. Therefore we can see that the choice of a particular mode and means of communication will depend on a case to case basis and is influenced by various factors.

1.1.1 E-business and introduction of IT technologies in teaching

Means and Mode of Communication are: 1.Face-to-Face Meeting; 2.In-Person Oral Presentation; 3.Online Meeting ; 4.Videoconferencing 5.Teleconferencing 6.Phone Call 7.Voice Message 8.Video 9.Blog 10.Report 11.Brochure 12.Newsletter 13.Flier 14.Email 15. Memo.

Business activities on the Internet are much more effective than traditional activities. Company doing business on the Internet represent the part of electronic transfer of business activity in the network, i.e., The company uses traditional methods of business through the E-business by adding to them virtual opportunities. E-shops are the key directions of E-business, which are largely determining the dynamics of its development and growth. The latest innovative approaches are looming out through the information technologies and economy that contribute E-business development. E-business represents

its socio-economic development's powerful incentive in the developed countries around the world. It should be noted that the e-business market is rapidly changing.

With IT development and of course with the more and more popular access to the Internet and variety of tools enabling using IT technologies in teaching, encourage many educational institutions and companies to expand their offers with e-learning courses. Owing to that costs for knowledge and learning can be reduced. Moreover course materials can be studied by the employees or students at a convenient time and place, which gives them a chance to even possibilities of getting an education.

2 Teaching methods; motivation;

In recent years there has been a great increase of interest in methods of teaching since this field has many attractions as an area for research. A great deal of useful research work has been carried out. New ideas and new data produced as the result of research are usually developed into new teaching materials and teaching technique.

One of the important aspects of teaching is the content analysis of our students' needs - why they are learning and their interests - motivation. Learners who are highly motivated and want to learn English are more likely to succeed. Many students want to learn a language because it can help them achieve practical things such as finding a job. Also it could be the interest in the target language culture. They may live in a country or family or go to a school where learning a foreign language is highly valued and much encouraged. This helps us to realize the importance of the foreign language and gives us emotional support as we learn. People who live in a country where people can't see the point of learning a foreign language may have little motivation to learn a foreign language. One more reason could be the fact that they may have friends, boy or girlfriends, business partners, etc. who speak another language. They want to develop their relationship with them. This is a strong motivation to learn a language. Learners may differ in their motivations, some may have strong motivation, other learners' motivation may vary, have lower motivation. There are also learners, who are unmotivated, who have no motivation at all, they are de-motivated, For example they could have lost their motivation. However, motivation can change, too. A learner may, for example, be quite uninterested in learning a particular language, then meet a teacher, who helps them love learning the language. Motivation can change with age, too, with some factors becoming more or less important as learners get older. Mostly for this reason there are so many different approaches to teaching. The choice of methods depends on the purpose and also the teacher's view on

what language is made up of, how languages are learnt and what classroom activities work effectively while learning English.

It is difficult to say that one approach is better than another. The choice depends on who your learners are and what your teaching conditions are. There should be considered learners' age, level of English, motivation, expectations and of course the previous learning experience. Moreover the aims of the course learners are on, what resources are available to the classroom, class size and number of hours of English in the course. Some teachers select an eclectic approach, which uses classroom practices from a variety of methods. This can be a successful approach, but it needs to be used carefully. It is important to mix techniques in a way which is coherent, so that all activities develop well. Each approach or method has an articulated theoretical orientation and a collection of strategies and learning activities designed to reach the specified goals and achieve the learning outcomes of the teaching and learning processes. The changes the teacher must bring about in his students may be divided as practical –students acquire habits and skills in using a foreign language, educational – they develop their mental abilities and intelligence in the process of learning the foreign language and cultural – students extend their knowledge of the world in which they live.

2.1 Computer Assisted Language Learning

One of the most significant achievements of the last decade represent the creation of the international network, which greatly influenced the educational process. The introduction and the use of cyber space has become totally new direction in Didactics. At the same time amendments that have been implemented or are being implemented affected and changed in all aspects the educational process, starting from teaching methods and finishing with the demands for academic level of students or even teachers. the article discuss some problems and specifics of the topic.

Due to affordability of computers and Internet, the development of informational and communication technology world is becoming much smaller, so that connection between two subjects in different parts of the world is established within a few seconds. Digitalization shall undoubtedly be confirmed as one of all-present generic trends, which to a large extent brought forth appearance of the rest of them. Initially pedagogy of the 21 century tried to use technology for organizational purposes of the learning process and was believed would transform and support so called “massive” learning process. Over time, the meaning of the term was reconstructed. Nowadays the use of technology in the learning

process implies not only the usage of TV, radio, video, computer, .etc, it involves the construction of the learning process itself, specifically the formation of the result oriented learning goals in accordance with the objectives set, the preparation of teaching materials and the organization of classroom management; moreover, evaluation of the mid- and final results of the learning process and if necessary, adjustment of the teaching process. Computer Assisted Language Learning provides additional strategies when implementing technology in the classroom and brings sufficient improving in English language acquisition. Moreover students participation and involvement increasing and that gives better language quality and opportunities of supporting learning process.

CALL offers smooth and plain lesson plans, which are enriching learning activities, Web-based resources, classroom implications, and a variety of teaching tips and strategies for classroom that teachers can use when contributing and easing acquisition process in middle and high schools. The strategies do not require the classroom teacher to have an extensive background in technology or a room filled with state-of-the-art computers. Rather, many of the examples and tips involve classrooms with only one computer and require only average computer skills. Filled with websites and resources to help teachers can make web based exercises, create social networking sites, use podcasts and PowerPoint Jeopardy games, start Wikis, and even incorporate text messaging. Teachers also can introduce such tools as podcasts, PowerPoint, moviemakers, audio makers, and web publishing that allow language to be used and manipulated in creative and engaging ways. Furthermore *IT* tools like -- email, instant messaging and discussion boards can assist written and verbal communication on students.

Nowadays new products are created on the informational market, which are essential features of the economical development and significant factor of our social life. The informational marketing is the foundation and basis of the e-society and led countries and governments to the integration in the global world network. With the help of informational marketing new ways of informational products are implemented that offer the variety of options to audience (customers), considering their needs and demands. Personal relationships were the main source of the information retrieval before the global informational system was established. The development and usage of the modern informational and communicational Technology has now become the main factor and precondition for progress in any fields. However, it also affects all public relations as well as the process of creation of the new so called E- society. Without ICT nowadays, it is

incredible to achieve in any country worldwide any goals or develop any field of society. Computer Assisted Language Learning expands the ability of learning for individual student and the use of different software programs assists students to learn foreign language more easily by contributing visualization with multimedia technologies

2.1.1 Types of educational software

But still what are the types of educational software?

Some educational software is designed for use in classrooms. Typically such software may be projected onto a large whiteboard at the front of the class and/or run simultaneously on a network of desktop computers in a classroom. This type of software is often called classroom management software.

With the impact of environmental damage and the need for institutions to become "paperless", more educational institutions are seeking alternative ways of assessment and testing, which has always traditionally been known to use up vast amount of paper. *Assessment software* refers to software with a primary purpose of assessing and testing students in a virtual environment. Assessment software allows students to complete tests and examinations using a computer, usually networked. Computer-based assessment software with PPA-2 (Plan, Prove, Assess) methodology creates and conducts computer based online examination. One of the most widespread computer-based assessment software is Moodle, which is an example of open-source software with an assessment component that is gaining popularity. Other popular international assessment systems are Assessment Master, QuestionMark, EvaluNet *XT* and QuestBase. [8]

Many publishers of print dictionaries and encyclopedias have been involved in the production of educational reference software since the mid-1990s. They were joined in the reference software market by both startup companies and established software publishers, most notably Microsoft.

The first commercial reference software products were reformulations of existing content into CD-ROM editions, often supplemented with new multimedia content, including compressed video and sound. More recent products made use of internet technologies, to supplement CD-ROM products, then, more recently, to replace them entirely.

Wikipedia and all sort of searching software systems' like Google, made up a new departure in educational reference software. Previously, encyclopedias and dictionaries had compiled their contents on the basis of invited and closed teams of specialists.

The Wiki concept has allowed for the development of collaborative reference works through open cooperation incorporating experts and non-experts.

Some manufacturers regarded normal personal computers as an inappropriate platform for learning software for younger children and produced custom child-friendly pieces of hardware instead. The hardware and software is generally combined into a single product, such as a child laptop-lookalike. The laptop keyboard for younger children follows an alphabetic order and the qwerty order for the older ones. The most well-known example are Leapfrog products. These include imaginatively designed hand-held consoles with a variety of pluggable educational game cartridges and book-like electronic devices into which a variety of electronic books can be loaded. These products are more portable than genre laptop computers, but have a much more limited range of purposes, concentrating on literacy.

2.1.2 Tertiary education market and educational software innovations

Earlier educational software for the important corporate and tertiary education markets was designed to run on a single desktop computer. In the years immediately following 2000, planners decided to switch to server-based applications with a high degree of standardization. This means that educational software runs primarily on servers which may be hundreds or thousands of miles from the actual user. The user only receives tiny pieces of a learning module or test, fed over the internet one by one. The server software decides on what learning material to distribute, collects results and displays progress to teaching staff. Another way of expressing this change is to say that educational software morphed into an online educational service.

There are highly specific niche markets for educational software, including: teacher tools and classroom management software(remote control and monitoring software, file transfer software, document camera and presenter, free tools,...), Driving test software, Interactive geometry software; Language learning software; Mind Mapping Software which provides a focal point for discussion, helps make classes more interactive, and assists students with studying, essays and projects.; Software for enabling simulated dissection of human and animal bodies (used in medical and veterinary college courses); Spelling tutor software; Typing tutors; Reading Instruction; Medical and healthcare educational software.

[8]

Some operating systems and mobile phones have videogames to teach users how to use the system. A notable example is Microsoft Solitaire, which was developed to

familiarize users with the use of graphical user interfaces, especially the mouse and the drag-and-drop technique.

Initially pedagogy of the 21 century tried to use technology for organizational purposes of the learning process and was believed would transform and support so called “massive” learning process. Over time, the meaning of the term was reconstructed. Nowadays the use of technology in the learning process implies not only the usage of TV, radio, video, computer, .etc, it involves the construction of the learning process itself, specifically the formation of the result oriented learning goals in accordance with the objectives set, the preparation of teaching materials and the organization of classroom management; moreover, evaluation of the mid- and final results of the learning process and if necessary, adjustment of the teaching process.

The introduction and the use of cyber space has become totally new direction in Didactics. At the same time amendments that have been implemented or are being implemented affected and changed in all aspects the educational process, starting from teaching methods and finishing with the demands for academic level of students or even teachers. Nevertheless, as teachers we should be ready and open to implement any kind of innovations that would rise the effectiveness of teaching-learning process.

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