MODERN INFORMATION TECHNOLOGIES IN THE UNIVERSITY TEACHERS' ACTIVITIES

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In the early stages of the modern information society formation its essence was largely associated with information technology and therefore was mainly reduced to a technocratic issue. Together with information technology, the role of nano-, bio- and cognitive technologies was increased in the XXI century. There was a need to consider information along with such global trends in the development of society as a civil society building, globalization, the need for sustainable development awareness.

Higher education is currently being developed under the influence of social processes of informatization, introduction of information technologies in different aspects of human life. More and more life aspects of modern society are transferred into the virtual space, accelerating thereby the pace of the information society development, spatial and geographical barriers overcoming. The above causes the relevance of the information and computer technologies usage at different stages of student learning.

University teachers must constantly improve their teaching skills and professional competence to be competitive in the labor market. Along with the already known traditional information technology (multimedia technology and the corresponding software, e-mail), the modern teacher should use specialized technology in the students learning process and while testing their knowledge (electronic teaching software, electronic gradebooks and students' progress records, training site, electronic test system, social networks etc.).

The aim of this study is to validate the fields of information technology in the work of a university teacher. The objectives of this study are:

– to consider aspects of the social networks usage while teaching;

– to study features of a university teacher's brand development and its impact on student audience;

– to substantiate the influence of a teacher's personality on the teaching process efficiency.

Teachers from university should master and develop the modern information tools in order to organize a learning process and to establish an effective communication with students not only during their classroom studying, but also in finding them outside of the classroom, as well as the organization of their independent work. The university teacher's influence of can be seen not only in the professional competencies formation, but also in the educational process. A page in the social network can serve as a teacher's portfolio.

Set of interrelated parameters of a teacher and his aspiration leads to his identification as a brand (a holistic personal brand) that allows to experienced teachers to receive additional possibilities.

Innovative economy formation is only possible under the condition of students' non-standard creative thinking developing, who in the future will be able to solve non-trivial problems and develop innovative economy. The use of information technologies in higher education can improve the effectiveness of classroom work (educational and training activities), as well as identify the teacher's image and his professional brand. Applying of Internet technologies creates additional opportunities to influence the student audience.