5. IMPLEMENTATION OF NEW TECHNOLOGIES INTO THE EDUCATIONAL PROCESS TO IMPROVE EFFICIENCY

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The information of a modern society is actively reflected in educational process. Currently it is not possible to imagine educational process without the introduction and implementation of new educational technologies in it.

Educational technology is the effective use of technological tools in learning. As a concept, it concerns an array of tools, such as media, machines and networking hardware, as well as considering theoretical perspectives for their effective application.

Educational technology is not restricted to high technology. Nonetheless, electronic educational technology has become an important part of society today.

Nowadays modern educational technology includes:

1. Computer technologies: multimedia learning, computer-based instruction and training, computer managed instruction, computer-assisted instruction or/and computer-aided instruction;

2. Internet technologies: e-learning, networked learning, virtual learning environments, internet-based training, web-based training, online education, virtual education;

3. Learning technologies: instructional technology, information and communication technology in education, technology-enhanced learning, flexible learning, personal learning environments, digital education.

Today, these approaches should be clear to all participants in the educational process and used in everyday teaching.

It is important to add that, lecturers have gaps in understanding the appropriate uses of technology in a learning environment. Similar to learning a new task or trade, special training is vital to ensuring the effective integration of classroom technology. Therefore, an important task in attracting new technologies in education is to conduct training courses for lecturers.

The current state of social development, one of the features of which is multiple increasing of data flows, is forcing us to formulate

fundamentally new priorities in training of high school specialists, including economical.

In our opinion, is particularly important to use these methods in the study of economic science. They are important and multifaceted, because understanding of students of economic problems and processes can enable them to make informed economic decisions and gain influence on the economy in the future.

Also educational technology can includes numerous types of media that deliver text, audio, images, animation, and streaming video, and includes technology applications and processes such as audio or video tape, satellite TV, and computer-based learning, as well as local intranet/extranet and web-based learning. Information and communication systems, whether based on either local networks or the Internet in networked learning, underlie many e-learning processes.

Educational technology and e-learning can occur in or out of the classroom. It can be self-paced, asynchronous learning or may be instructor-led,synchronous learning. It is suited to distance learning and in conjunction with face-to-face teaching, which is termed learning.

Important to note, that education institutions should be provided with "virtual offices". A Virtual Learning Environment, also known as a learning platform, simulates a virtual classroom or meetings by simultaneously mixing several communication technologies. For example, web conferencing software such as training enables students and instructors to communicate with each other via webcam, microphone, and real-time chatting in a group setting. Participants can

raise hands, answer polls or take tests. Students are able to whiteboard and screencast when given rights by the instructor, who sets permission levels for text notes, microphone rights and mouse control.

Alternative could be the presence of virtual whiteboards in classrooms, mobile devices, webcams, whiteboards, screencasting and other equipment, necessary for effective learning process.

Technologies can be helpful but they are not a cure for every problem. You have to know how to use multimedia and to know that you need some understanding of biological processes going on in our brains. Educational trends have to be skillfully linked to the learning process. Technology are very helpful on condition that we're not going to use it to replace our interactions with students.