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## **INFORMATIVE CULTURE OF STUDENTS IN MODERN SOCIETY**

The development of modern society has essential changes in the area of interaction between human and information. Conception of information culture was formed in the information society when information became a key strategic resource and new technologies for its storage and processing were created. In modern conditions, information culture is the culture of a new type.

Information culture is an area of culture which is related with the functioning in society and forming the information qualities of personality; harmonization limit of her inner world in the process of mastering the whole range of socio-important information; ability to operate purposefully with the information, use modern technical means and methods to its receipt, processing and transfer, mastering the modern information technology [3, p.5].

In today's world people should find, retrieve and use information in domestic and professional areas of life in time. So, an important task of education in Ukraine is to prepare the young generation for rapid perception and processing of large amounts of information, equipment with latest tools and technologies, formation of information culture.

Informatization of society and all industries of national economy requires from graduates high qualification, computer literacy and the ability to work in the information environment. The final goal of education is to prepare competent users of computer technology, who can independently use software for processing text, tabular and graphical information, work in computer networks, and have a working knowledge of hypertext and multimedia [2, p.277].

Computer literacy makes it difficult to acquire new knowledge and skills for working with information, but provides the ability to solve practical problems with specific information. That is, training should be focused not so much on the scope and completeness of specific knowledge as on the ability to replenish our knowledge independently, formulate and solve different problems, look for alternative solutions, develop criteria for selecting the most effective ones. Achieving this goal is largely dependent on the level of information culture.

Relevance of forming students' information culture and literacy is connected with the expansion of influence on young people of the media, so it necessitates individual approach to the development of critical thinking of students, the formation of a protective mechanism to significant influence of the media, which on the one hand, cause noticeable growth of intellectual and cultural potential of the individual, and on the other hand promote violence and aggression.

The problem of forming the information culture of future graduates in terms of computerization is of a particular importance, and an information activity is a factor and indicator of informative culture of students. The main organizational and pedagogical conditions of forming the information culture of students are: integrity, continuity and

consistency of information culture of the student; forming the content and structure of the educational process in accordance with the objectives and main components of information culture; arranging at the university information environment that encourages to creative information activities; forming the positive motivation of students to information activities; engaging students in intensive information activities, creating information products professionally important in the study of various disciplines [1, p.185].

For higher educational establishments the social order of the information society should be considered as an adequate level of information culture of students required for a particular occupation. During the inculcating information culture in students in higher education along with the study of theoretical computer sciences, much attention should be paid to computer information technology, which is fundamental to the future areas of activity. And the quality of education degree must be determined by fixed sustainable skills in basic information technology environment for solving typical problems of future professional activity.

Consequently, the need for the formation of information culture of students is caused by the fact that information support of educational process in educational institutions of all types and levels is being changed, information infrastructure is being formed, and the network of information and knowledge base of electronic educational and scientific communication is being expanded.

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