the research materials, education, providing scientific communication, and an establishment of permanently functioning scientific community. Such goal-oriented approaches are intended to create the grounds for sharing the research results by participants of internet conferences, providing the possibilities for review and revision, and also providing the possibility to discuss the results in various forms (online, offline, and in real time). The necessity of creating a permanently functioning scientific community predetermines consideration of the internet conference as a preliminary phase for the real time conference. The article provides the main points on the technology of conducting internet conferences for young scientists.

As an example provided is an internet conference of 2013 dedicated to the 70th jubilee of APN-RAO “Development of pedagogical science in contemporary Russia: the results provided by the graduate school research.”

TRAINING OF BACHELORS USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES FOR CREATION OF THE ADVERTISING PRODUCT IN TERMS OF IMPLEMENTATION OF THE CONTEXTUAL LEARNING

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The article considers the essence of the concept of training future advertising experts in the field of information and communication technologies. It is shown that the content of training should reflect the basic types of professional activity of the expert in the field of advertising (searching the idea; creating the project; selecting technologies to develop the advertising product; development of the product with the use of ICT). The article gives the detailed analysis of the principles of contextual learning and the forms and methods of training when such type of learning is realized, the focus being made on the usage of information and communication technologies for the creation of the target product. The article shows that a business game as a form of contextual learning and students’ quasi-professional activity realizes a number of interrelated principles: the principle of imitational and live-action modeling, the principle of dialogic interaction between the participants, the principle of problem-solving, and the principle of simultaneous reaching two objectives goals: the goal of the game and the goal of training. The article reveals the main advantages of the usage of contextual learning in the course of training bachelors in the field of information and communication technologies employed for the creation of an advertising product.