FEATURES OF IMPLEMENTATION OF TECHNOLOGIES AND MEANS OF MOBILE LEARNING IN EDUCATIONAL PROCESS

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Educational-bringing-up process improvement, accessibility and effectiveness of education, young generation preparation for life in information-oriented society are the priorities of educational development, which is provided through the implementation of technologies and mobile learning. It enables to choose the convenient time for studying and disciplines' acquirement, exercise control and analysis over one`s own learning activity independently that stimulates student to absorb material in a quality manner.

A solid step towards the transition from a cognitive to a pragmatic model of education is a creation of new generation textbooks that give the opportunity to increase the number of users, enhance visual aspects of material presentation, increase the period of use, minimize the time spent searching and selection of literature, control gained knowledge etc.

When developing the e-textbook for mobile learning, it is necessary to focus attention both on its content and interactive methods, allowing students to study independently and creatively; combine in it the functions of a textbook and a teacher, a reference information guide and a consultant, a simulator and a knowledge control program.

Modern computer technologies for creation of e-textbooks allow the use of animation, audio and video information, embedded control systems for learning and changes in the presentation of a course, depending on the results of the control required of teachers the relevant information and communication competence.

Standard software is not enough to solve such a task, that`s why for implementation in the course of multimedia, interactive content, it is necessary to create it with help of specialized software packs. They allow to realize most pedagogical technologies. The cost of software program and ability to import textbook into the learning platform are also important.

The possibilities of modern programs for the development of e-textbooks are diverse: eBooksWriter LITE - creation of textbooks for mobile devices; eBook Maestro - HTML pages including, VB and Java scripts, audio, graphic and video files, links; ChmBookCreator – textbook creation from htm, txt, doc, and rtf regular files; SeKumBookStudio – textbook transformation into e-book formats (epub, fb2, mobi, azw3), documents (chm, pdf, docx, rtf, txt), web sites (html), programs for Windows (exe) or Android (apk) ; iBooksAuthor - offline textbook creation with Multi-Touch technology specifically for iPad.

The introduction of mobile learning in education has the following benefits: increasing motivation to study; individualization of learning; objectivity of control; ability to obtain quickly the necessary information; wide range of use; intensification of independent work; increasing level of students` responsibility for the result of education.