A necessary condition for personal contact and interconnectedness is mutual understanding, which is at the same time an integral part of the perception of another person as well as an integral part of the culture of communication. Instructional communication is an individual – and socially-oriented interaction that uses a full range of linguistic, visual, symbolic and dynamic means to simultaneously communicate, perceive and synthesize.

Knowledge is valuable in its own right, but no matter how much a person knows, there is no guarantee that he or she can pass that knowledge on to others. Communication is an important link between knowledgeable teachers and learning students. The culture of daily teaching activities, the culture of relationships, the culture of behavior, promotes the development of creativity, communication skills, and is the reserve of improved teaching activities in the education process.

Li Qiuwan,

1st year of master's degree student in 011 Educational, pedagogical sciences, educational-professional program «Management of educational institutions», West Ukrainian National University

Scientific adviser:

Antonina Demianiuk,

PhD in Economics, Associate Professor of the Department of Educology and Pedagogy, West Ukrainian National University

MEANS OF INFORMATION AND COMMUNICATION TECHNOLOGIES AND THEIR USE IN EDUCATION AND SCIENCE

With the accelerating pace of education and science modernization, information and communication technologies continue to promote changes in the field of education and science. The era of education information needs the common

development of people and technology. Therefore, it is still necessary to further improve teachers' information and communication technologies application ability and strengthen the cultivation of students' information awareness in order to better realize the educational value of information and communication technologies.

Information and Communication Technologies, ICT for short, is a new concept and new technology field formed by the integration of Information technology and Communication technology.

In the past, communication technology and information technology are two completely different categories: communication technology focuses on the transmission technology of message transmission, and information technology focuses on the encoding or decoding of information, as well as the transmission mode of communication carrier. With the development of technology, these two technologies gradually become inseparable, and thus gradually merged into a category.

Information and communication technology has been the most influential technology in human society since the second half of the 20th century, especially since the 1990s. During this period, not only the development, manufacturing and service of ICT developed rapidly, but also the application of ICT became more and more extensive.

ICT has penetrated into all fields of human economic and social life, promoting economic and social development and improving people's living standards. At the same time, the economic and social development and the improvement of people's living standards have generated more demands for ICT, thus there's an increasing need to further promote the development of ICT.

Modern information technology is characterized by high speed, digitalization and globalization. It has broken the time and space constraints, helped to optimize the teaching system, improved the quality and efficiency of teaching, and realized the synergy and interaction between the online world and the real world.

The innovation and development of modern information technology change people's work, life and study, and people gradually depend on modern information technology.

Modern information technology is a precious wealth, and power source, to use its power in higher mathematics education reform, to build a diversified teaching mode, which conform to the education for all-around development needs, to further optimize the structure of higher mathematics education and promote the higher education development, cultivation of practical ability, innovation ability and other comprehensive ability strong high-quality talent.

Canxing Peng,

PhD degree student of West Ukrainian National University, YunNan Vocational College of Culture and Art, China

MY REFLECTIONS ON ORFF-SCHULWERK

I experienced this during my study of the Orff-Schulwerk. Both to Orff-Schulwerk itself and the future music education have a new understanding and vision. Orff-Schulwerk is different from traditional music teaching method. It pays more attention to cultivating students' comprehensive ability and music accomplishment.

Now I'm going to talk a little bit about Orff and the background to the Orff-Schulwerk. In this stage, I used the following research methods: literature survey method, comparative method, conceptual analysis, empirical method. I searched the keyword "Orff-Schulwerk" when looking up the website www.sciencedirect.com, and saw the introduction of Orff and the Orff-Schulwerk in some papers. I sorted out and