

2. Величко Г., Моринець В. Фортеця української вільної науки URL: <https://www.istpravda.com.ua/articles/2020/11/8/158421/> (Дата звернення: 28.04.2022).

3. Трощинський В. П. Українська господарська академія у Подєбрадах. URL: http://resource.history.org.ua/cgi-bin/eiu/history.exe?&I21DBN=EIU&P21DBN=EIU&S21STN=1&S21REF=10&S21FMT=eiu_all&C21COM=S&S21CNR=20&S21P01=0&S21P02=0&S21P03=TRN=&S21COLORTERMS=0&S21STR=Ukrainska_hospodarska(Дата звернення: 28.04.2022).

4. Українська господарська академія. Прага-Подєбради: Legiografie, Praha XIII, 1931. 41 с.

URL: <https://diasporiana.org.ua/wp-content/uploads/books/11431/file.pdf> (Дата звернення: 28.04.2022).

*Olena Nazarenko
(Dnipro, Ukraine)*

UNIVERSITY WEBSITE AS AN ELEMENT OF POPULARIZATION OF EDUCATIONAL SERVICES

Modern high competition in the market of educational services, a significant reduction in public funding, a significant impact of various factors on the choice of university entrants force educational institutions to use modern technologies for open access to all online resources of these institutions.

An educational institution that is called to carry out an educational mission in society, accumulates and disseminates the accumulated knowledge of mankind, must confirm its specialization and using such an information space as the Internet. The criterion of modernity and ability to use computer technology to represent the possibilities university level can serve as a training and development website of the institution and its representation on the Internet.

Given the needs of the time, future generations of applicants will increasingly rely on university websites, choosing their future specialty and university. Under such conditions, the site becomes a very important tool of informational influence, through which the university is able to find entrants who meet the requirements of the university.

High-quality access to the necessary information is the basis for the introduction of effective means of ensuring the quality of education, which is especially relevant in the context of autonomy in higher education in Ukraine and should be accompanied by transparency and openness of information about universities for teachers, students, applicants and the general public. When choosing a university, entrants and their parents meticulously compare the prices and quality of education in different universities, pay attention to the brand, reputation and image of the university. Particular attention is also paid to the quality of teaching staff and the level of research, various ratings and grant programs. It is the selection of unique features that helps the school to position itself among competitors.



The university with a 100-year history has something to tell about itself to the general public and stakeholders in particular. For this purpose, the site of the Dnieper State Agrarian and Economic University was created.

The site promotes the introduction of information and communication technologies in the practice of higher education, and acts as a tool for networking of all participants in the educational process.

The site can be found resists to information of institution (address of telephone numbers, addresses in the email) data on administration; the order of admission to the educational institution; electronic versions of organizational documents of the educational institution (local documents and regulations) – materials on the organization of the educational process, the mode of study; educational and methodical materials of pedagogical workers; information about events (festivals, conferences, contests, etc.); materials about personalities (managers, teachers, graduates, business partners).

An important point in the perception of the site by the user is the first impression. It becomes a starting point for a decision: to stay on the site or look for information elsewhere.

The design of the site determines its purpose and features of the target audience. The task of the site is to brand the organization or owner, impress the viewer, create a certain image, etc. Depending on the tasks, the appropriate design is selected.

Corporate design, like corporate philosophy, corporate culture, and corporate behavior, is an element of corporate identity.

The home page contains a significant number of elements. At the top under the header there are buttons that you can use to go to other sections of the site. At the top of the site you can see the buttons to change the language of Ukrainian / English, the search bar on the site. The header of the electronic edition includes the inscription «Dnipro State Agrarian and Economic University», the image of the logo of the educational institution, as well as under the header there are links to the following sections of the site: «University», «Structure», «Activity», «Applicant», «Student», «Contacts». Each of these sections has a number of subsections. Thus, the «University» contains information about the leadership, regulations, history of the State Agrarian University of Ukraine, the strategy of the university, the association of graduates of the State Agrarian University of Ukraine. And also each of these divisions gradually opens further divisions. Thus, in particular, the section «History of DDAEU» contains links to the anthem, coat of arms and flag of DDAEU, the museum of DDAEU, prominent scientists - graduates, the chronicle, and also covers the newspaper «News of DDAEU».

Modern tendencies of informatization and digitalization of the educational process actualize the need for introduction and use of electronic educational resources, technologies of distance interaction in the educational process, practices of electronic (distance) learning in universities.

The site is one of the tools to ensure the educational and scientific activities of the university and is a public information body, access to which is open to all.

Prospective entrants and their parents can get a fairly large amount of information from the main page and through quick access: here and announcements

about the Open Day and recruitment rules, rules of the admissions committee, list of documents, government orders, competitive subjects and tuition fees. For this category of site visitors, the information is easy to access and attractively designed, you can also see a number of photos from student life, and if you view information about faculties and departments of the university, then «virtually» get acquainted with the teaching staff of the university by viewing photos of staff and learning about their scientific achievements.

Quick access gives an opportunity to get acquainted with the work of educational centers «Crimea-Ukraine» and «Donbass-Ukraine», created on the basis of the Dnieper State Agrarian and Economic University, through which residents of temporarily uncontrolled territories of Ukraine can enter our university and its structural units.

In 2022, our university will celebrate its 100th anniversary. Today it is a powerful higher school of Ukraine, on the basis of which highly qualified specialists are trained, including foreign citizens at seven faculties in 14 specialties.

Today, the State Agrarian University of Ukraine, having passed from the institute to the university, cooperates in the educational and scientific space with dozens of enterprises and universities of Ukraine and all continents of the world: Europe, North and South America, Asia, Africa and Australia.

At the very bottom of the main page of the site there is information that materials about DDAEU can be found on the pages of social networks. In June 2020, information about the State Agrarian University of Ukraine is posted on the YouTube page, where the following sections are presented: «Home», «Video», playlists, channels, discussions. On the main page we can watch the video «Live history of DSAEU in person», «Video collage of the history of the veterinary faculty 2011–2020», the commercial of the veterinary faculty, thus learning about the educational environment of the DSAEU.

The site is easily and quickly downloaded to smartphones with different operating systems, which indicates its availability and quality of work on its creation.

The result of the university team can be called the creation and maintenance of the site, collection, processing, design and publication of information that presents the current process of the university.

The site constantly informs the participants of the educational process about the activities of the university, teaching staff, achievements and achievements in education and science, educational programs and projects, which contributes to the formation of a positive image and promotion of the brand of the educational institution.

REFERENCES

1. Feshchenko A. V. Web-site university in sovremennom is information – kommunykatsyonnom prostranstva. URL: <http://ido.tsu.ru/fi les / pub2010 / Feshenko.pdf>.
2. Kalashnikova L. V. Internet-sites of higher educational establishments as innovative channels of communications in the conditions of formation of an information society of Ukraine: dis. Cand. sociol. Science : 20.00.08. Kharkiv, 2005. 175 p.



3. Kiselyova A. A. Archival resources of Ukraine in the global information network: types, access, prospects: author's ref. dis. Cand. ist. Science : 07.00.10 / Gos. com. arch. Of Ukraine, Ukr. Research Institute of Arch. cases and documentation. Kyiv, 2005. 19 p.

4. Shelestova A. M. Website institutions as functioning communication environment e-learning documentation. *Library science. Documentation. Informology*. 2011. № 4. P. 47–53.

5. Higher Education : Law of Ukraine of 01.07.2014 number 1556-VII as amended on 05.01.2017 p. URL: <http://zakon2.rada.gov.ua/laws/show/1556-18>.

Ekaterina Pantileienko
(Dnipro, Ukraine)

NEW CHALLENGES IN TEACHING EFL IN AGRICULTURAL INSTITUTIONS OF UKRAINE

The paper defines and analyses the priorities in teaching EFL in agricultural education institutions in Ukraine. The most efficient ESP teaching approaches and techniques are discussed in the context of current priorities in higher education. The question of Ukraine integration into the global higher education area and the necessity to be sensitive to the demands of modern employers and highly competitive labour market. Under the dynamic processes of globalisation and the integration of Ukraine into the world educational environment, making changes in the system of tertiary education has become of crucial necessity and priority. The world has changed and the society as well. Modern business environment and the principles of humanization and democratization determine nowadays the profile of a successful professional who must be able to perform in highly competitive multicultural globalised environment.

The analysis of the current challenges in EFL teaching and the search for possible solutions to the existing problems are thought to be of great value and demand further consideration. To conduct this analysis properly, it is reasonable to indicate that since 2010s the focus in tertiary education has shifted from instructor-oriented teaching to learner-centered. It means that at each higher education establishment an EFL course has to be developed with regard to the current demands of learners. In the Greenwood Dictionary of Education J. W. Collins and N. P. O'Brien defined student-centered instruction as instructional approach in which students influence the content, activities, materials, and pace of learning. This learning model places the student (learner) in the center of the learning process. The instructor provides students with opportunities to learn independently and from one another and coaches them in the skills they need to do so effectively. [1, p.338]. Therefore, under student-centered education, learners become active participants of the learning process which tremendously increases their motivation and, as the result, influences significantly the final result of the educational process.

In this respect, before developing an EFL syllabus in the frames of a student curricular, it is reasonable to consider the needs of future graduates and define what actually they are expected to gain during the period of their study at the university.