мастерства педагога. Каждый метод активным делает тот, кто его применяет.

Активные методы обеспечивают многоуровневую и разностороннюю коммуникацию всех участников образовательного процесса, поэтому применение их необходимо в образовательном процессе. Конечно, активным метод остается вне зависимости от того, кто его применяет, другое дело, что для достижения качественных результатов использования активных методы обучения необходима соответствующая подготовка преподавателя.

Активные методы обучения используют для каждого этапа лекций, которые позволяют эффективно решать конкретные задачи этапа. Применение элементов технологии – психологического настроя на начало лекции, различные игры, такие как «Метод дискуссии», «Лекция-визуализация» и другие, эффективно и динамично помогают преподавателям начать лекцию, задать нужный ритм, обеспечить рабочий настрой и хорошую атмосферу в аудитории.

Ermakova Julia
Student of M-102, Buketov Karaganda State University
Shulgina-Tarashchuk A.S., Ardasheva M.V.,
Teachers, Buketov Karaganda State University

MULTIMEDIA TECHNOLOGIES

Today there were three different understandings of the word of a multimedia.

The first is a "multimedia as the idea", i.e. new approach to information storage of different type.

In process of development of the computer equipment the possibility of processing of more and more various information appeared: having begun with numbers, the computer mastered operation with the text; then sounds and the image got to the sphere of its interests; today the computer freely addresses with scoring and fragments of video.

However until recently it seemed that the text is a text, numbers - something another, even digital sounds and images continued to be

perceived as absolutely different things, with them different people in different specialized institutions were engaged in operation.

Now it seems even to the strange that only more than in 10 years after the beginning of computer processing of the image, the speech, synthesis of music there was an idea to integrate all this in a whole which received the name "multimedia".

2. The second value of a multimedia is the equipment which allows to work with information of different nature. These are multimedia boards, multimedia complexes, and, at last, multimedia centers.

3. The third value of a multimedia is "multimedia product" - the product made of these various types moreover such in which it is possible to orient: directory, encyclopedia. Most often such product is associated with CD ROM and DVD-ROM.

The multimedia product is might contain by at least information, than quite big museum or library and as in principle it it shall be available to any, so is organized so that it was possible to understand it without vocational education. The system of the menu and links which serves as the guide in the sea of data is for this purpose created. According to the main menu it is possible to evaluate structure of material and to quickly find the necessary section, in case of desire it is easily possible to pass uninteresting, to receive help if the unclear word suddenly met or will go deep into details. There are also doctor's encyclopedias in which it is possible to learn all diseases, about first aid, etc. There are anatomic atlases consisting of articles, video fragments, explaining activities of separate organs and also in the form of the explanatory dictionary. There are also geographical encyclopedias for example "The great cities of the world" gives the complete information about the majority of the large cities.

Multimedia (multimedia) is the modern computer information technology allowing to integrate in computer system the text, a sound, a video image, the graphics image and animation (animation).

Multimedia is the amount of the technologies allowing the computer to enter, process, store, transfer and to display (to remove) such data types as the text, a graphics, animation, the digitized still images, video, a sound, the speech.

Multimedia has many different meanings to many different people. Definitely it is more than just color full pictures on the Internet

or on a CD-ROM. Multimedia are all computer based, interactive online-, offline-, media- and communication products, which contain at least three forms of representation e.g. texts, pictures or sounds. It's the combination of several media – whether they depend on time like animations, simulations, video sequences or sounds, or not depend on time like texts, pictures or graphics. And this combination tries to make information understandable to us.

The parts of Multimedia

There are seven elements – text, graphics, photographs, sound, animation, video and interactivity – that can be included in a multimedia presentation. A TRUE multimedia presentation combines all of these elements.

TEXT – Traditionally text has been used to convey messages. Text is an excellent way for delivering information, but can often be too slow at getting the message across. If you only have 3 seconds to grab someone's attention, text is not going to get the job done.

GRAPHICS – Graphics can convey messages instantly. For instance, compare a printed table of sales figures with a graphic of those same figures – you can see the trends immediately in the graphic. A picture can be worth a thousand words if you use it properly to convey your message.

If you need to create the original image, it is possible to use any of the widespread programs intended for this purpose. In most cases professional computer artists and designers to achieve optimum results, use not one packet, but several: they resort also to the programs oriented on bitmap images and to object-oriented programs for operation with vector graphics.

Raster graphics (bitmap) - a way of saving the image at which the image is a matrix of elements - pixels (pixels). Pixel - reduction from picture element that in translation means "an image element". The size of the raster picture can be set as the X pixels on width and Y pixels on height.

Raster images are created by such graphic programs as Adobe Photoshop, Corel Photo Paint.

Vector images - a way of saving the image at which the image remains in the form of the geometrical description of the objects making the drawing. These images can also include data in a format of raster graphics. Drawings of this type are created by graphic

applications, such as CorelDraw!, the programs of processing of raster drawings turning the raster picture into the vector file, for example, of Corel Trace.

PHOTOGRAPHS – For instance, you can write pages to describe your product, but nothing can describe your product like a full colour photograph. Full-colour photographs can also be used as backgrounds for text and graphics.

SOUND – Sound is the best way to attract attention. Both simple sound effects and more complex sounds like voice-overs make a presentation more enjoyable for the viewer. Sound must be recorded and formatted so the computer can understand and use it in presentations.

Two common types of audio format are Waveform (WAV) and Musical Instrument Digital Interface (MIDI). WAV files store actual sounds as music CDs and tapes do. WAV files can be large and may require compression. MIDI files are much smaller than WAV files, but the quality of the sound reproduction is not nearly as good.

ANIMATION – Animation doesn't necessarily have to involve 3D graphics to be effective in a multimedia presentation. Also simple animations add enjoyment to the presentation and attract more the attention of the viewer, definitely they are more effective than static pictures. Animations are particularly useful to simulate real-world situations, such as the flight of a jet airplane.

VIDEO – In the past video has been defined as multimedia. Video makes use of all of the elements of multimedia – but at high costs. Video files can be quite large, so they are usually reduced in size using compression. Common video compression formats are Audio Video Interleave (AVI), Quicktime, and Motion Picture Experts Group (MPEG or MPEG2).

In order that the hands to create the clip or the movie from home or professional video, high-quality digital tools are necessary. It is necessary to choose that which as much as possible will approach under needs of the user from a set of applications for video-tape editing. The most popular video editors for Windows is the programs Pinnacle Studio, Movie Maker, Sony Vegas, HyperCam, Adobe Premiere Pro.

Main types of compression of a video information:

- usual, in real time
- symmetric or asymmetric

• with loss of quality or without loss

• compression of a video stream or time-lapse compression.

1. Compression normal (in real time)

Many systems digitize video and at the same time squeeze it. For high-quality execution of these operations it is required very powerful special processors therefore the majority of boards of input-output of video for personal computers aren't capable to operate with full-length video and often pass frames. The passed frames break smoothness of a video image that leads to discomfort in perception. Besides, the pass of frames can lead to mistiming of a sound and the image. Therefore the video card for digitization shall provide productivity not lower than 24 frames / second without the pass of frames. It won't allow to violate images.

2. Symmetric and asymmetric compression.

Differences are connected with a ratio of methods of compression and a decompression of video. Symmetric compression assumes an opportunity to lose a video fragment with the resolution of 640x480 at a speed of 30 personnel / with if digitization and record it was carried out with the same parameters. Asymmetric compression is processing of one second of video for much bigger time. Degree of asymmetry of compression is usually set in the form of the relation. So, figure 150:1 mean that one minute of the compressed video corresponds to about 150 minutes of real time. Asymmetric compression is usually more convenient and is effective for achievement of high-quality video and optimization of speed on its reproduction. At the same time coding of a full-length roller can take too much time, that is why similar process is carried out by the specialized companies.

3. Compression with loss or without quality loss.

Without loss it is a little ways of compression: often found combinations of bytes are replaced shorter bit, or certain sequences of values are replaced with codes. Extent of compression strongly depends on type and length of the file. Anyway information necessary for a decompression (restoration of basic data) is added to data. Therefore if data in the file badly contract when using of the chosen algorithm, the size of the file can even increase. Even in a successful case compression level without loss of information is usually not really high. Compression twice - already a victory. Therefore usually

for video compression with quality loss is used, rejecting information, allegedly indiscernible an eye.

4. The MPEG technology uses line compression of video at which not each shot separately is processed, and dynamics of changes of video fragments is analyzed and there is an elimination of excess data.

INTERACTIVITY – Interactivity allows the viewer to navigate through a presentation in their own way and at their own pace. The user can jump from topic to topic and skip areas of little interest. Online catalogues are an ideal example of useful interactivity. Especially touch screens make the interactivity perfect.

Multimedia elements require a framework that encourages the user to learn and interact with the information. Interactive elements include pop-up menus, small windows that appear on the computer screen with a list of commands or multimedia elements for the user to choose. Scroll bars, usually located on the side of the computer screen, enable the user to move to another portion of a large document or picture.

The integration of the elements of a multimedia presentation is enhanced by hyperlinks. Hyperlinks creatively connect the different elements of a multimedia presentation using coloured or underlined text or icons which enable users to switch between media elements and topics. Multimedia can enhance the presentation in ways that are similar to the associations made by the human mind. Connectivity provided by hyperlinks transforms multimedia from static presentations with pictures and sound into an endlessly varying and informative interactive experience. Linking information together with hyperlinks is done by special computer programs or computer languages like Hyper Text Markup Language (HTML). Multimedia applications are computer programs, which are stored on CD-ROM or on the World Wide Web (WWW), which is the media-rich component of the Internet. Common multimedia applications include video games, learning software, and reference materials, such as electronic encyclopedia.

Television is an important part of the future. Nowadays there are already Pay-TV, Video-On-Demand (VOD) and Interactive TV (ITV). Pay-TV are coded TV-programs – you have to pay for a chip-card or a smart-card, which allows you to watch that programs. With VOD the

user can choose a film out of a digital video-tape library and can stop it at any time he or she likes to. And with ITV the user is involved into the action – he or she is connected to the channel.

In the future a "super-PC" with a better picture und bigger memory capacity will contain both TV and telephone.

And, finally, with the invention of Universal Mobile Telecommunications System (UMTS) instead of the standard mobile phone net GSM in the year 2002 multimedia will also affect mobile phones.

Ергунаев А.Б.
студент 1 кура специальности «Архитектура», КарГТУ
Тайжокова А.А.
преподаватель, КарГТУ

ИННОВАЦИОННЫЕ ТЕХНОЛОГИИ В МЕТОДАХ ИЗУЧЕНИЯ ИНОСТРАННЫХ ЯЗЫКОВ

Обучение мировому языку, такой английский, располагает огромным опытом в простран изучения иностранного языка. Наша страна вводит полиязычное обучение с начального класса, связанное с развитием страны. Поэтому школьники и студенты, преподаватели ищут пути преодоления данной проблемы. Направленность изучения языка стала разносторонней и разнонаправленной, что для изучения языка каждый желающий может выбрать наиболее подходящий для него способ. В этой работе описывается наиболее простой и общий способ изучения языка.

Школьная и вузовская программа имеют свои границы, уровни требования, которые не всегда с успехом могут освоить учащиеся. Многие программы обучения языка требуют вложения средств, которые не каждый вуз или школа могут предоставить для изучающего.

Обучение английскому языку и другим европейским языкам отличается от обучения восточным языкам и грузинского языка тем, что в грамматике этих языков используется сложная грамматика и письмо.