ISSN: 2196-9531

L'Association 1901 "SEPIKE"



<u>Social Educational Project</u> of <u>Improving Knowledge in Economics</u>

Journal L'Association 1901 "SEPIKE"

Edition 05 2014

L'Association 1901 "SEPIKE"



$\underline{\underline{S}ocial} \ \underline{\underline{E}}ducational \ \underline{\underline{P}}roject \ of \ \underline{\underline{I}}mproving$ $\underline{\underline{K}}nowledge \ in \ \underline{\underline{E}}conomics$

Journal
L'Association 1901 "SEPIKE"

Ausgabe 5

Osthofen, Deutschland Poitiers, France Los Angeles, USA

Redaktionelle Leitung / Chief Editor:

Dr. Michael Schaefer (Germany)

Redaktion / Editorial Board:

Dr. Andrzej Gałkowski (Poland)

Dr. Krasimir Spirov (Bulgaria)

Prof. Dr. Ihor Halyitsia (Ukraine)

Dr. Oksana Getman (Ukraine)

Ing. Karl-Heinz Stiebing (Germany)

Myriam Poitevin (France)

Ehrenmitglieder der Redaktion / Honoured Members:

Prof. Dr. Rainer Busch (USA)

Prof. Dr. Philipp Rogeon (France)

Verantwortung / Responsibility:

Diese Ausgabe ist eine Sammlung von Artikeln und Werken internationaler Wissenschaftler, Professoren, Lehrkräften und Doktoranten. Die Autoren zeichnen sich für Inhalt, Übersetzung, wissenschaftliche Erkenntnisse sowie für den korrekten Nachweis von Quellen und Quellenangeben selbst verantwortlich. Der Herausgeber übernimmt keinerlei Haftung für unrichtige Angaben.

This edition is a collection of articles and works by international scientists, professors, teachers and doctoral students. The authors draw themselves responsible for the content, the translation, the scientific researches and results as well as for the correct detection of sources and source specification. The publisher assumes no liability for incorrect information.

Bibliografische Information / Bibliographic Information:

Die Deutsche Nationalbibliothek (Germany) sowie die Library of Congress (USA) verzeichnen diese Publikation in den jeweiligen Nationalbibliografien; detaillierte bibliografische Daten sind im Internet über www.sepike.com abrufbar.

The German National Library (Germany) and the Library of Congress (U.S.) run this publication in the national bibliographies; detailed bibliographic data are available in the Internet on www.sepike.com.

Herstellung und Verlag / Editor and Publisher:

L'Association 1901 "SEPIKE" Tempelgasse 10, 67574 Osthofen, Deutschland

Herausgeber / Publisher:

© 2013 L'Association 1901 "SEPIKE" 8, Allee de Marigny, 86000 Poitiers, France www.sepike.com

p-ISSN: 2196-9531: Journal L'Association 1901 SEPIKE

e-ISSN: 2372-7438: Journal L'Association 1901 SEPIKE, US Edition

Key Title: Journal L'Association 1901 "SEPIKE"

Poitiers, Osthofen, Los Angeles, den 15.07.2014

CONTENT

PROLOGUE	6
HOCHSCHULBILDUNG IM 21. JAHRHUNDERT – NEUE INNOVATIVE WEGE (Michael Schaefer, Ihor Halytsia, Andrzej Gałkowski, Oksana Getman)	6
PART I: ACTUAL ISSUES IN MODERN PEDAGOGY	18
EDUCATIONAL DIALOGUE IN THE PROCESS OF FOREIGN LANGUAGE TRAINING OF FUTURE MINERS (Zinaida Bakum, Viktoriya Lapina)	18
TECHNOLOGY STRUCTURE OF DEVELOPMENTAL TRAINING FOR TEACHERS AT INSERVICE TEACHER TRAINING INSTITUTE (Olha Barabash)	21
PRAKTISCHER UNTERRICHT IN WIRTSCHAFTSWISSENSCHAFTLICHEN FÄCHERN IM HOCHSCHULBEREICH, BERICHT ÜBER EINEN VERSUCH (Imola Csehnédr, István Pomizs)	25
DESKRIPTIVE ANALYSE VON "ALTERTEXTEN" FÜR DIE VORUNIVERSITÄRE BILDUNG ZUR EINGLIEDERUNG DES GENDER-MAINSTREAMINGS IN ALBANIEN (Elvira Dode)	31
EDUCATION MANAGEMENT IN GERMANY: TRADITIONS AND INNOVATIONS (Alina Dzhurylo)	44
PUPILS RESEARCH ACTIVITY IN TEACHING PHYSICS ANALYSIS (Boris Hrudynin)	48
EDUCATIONAL CREDITING AS EFFECTIVE INTERACTION FACTOR OF HIGHER EDUCATION, GOVERNMENT AND EMPLOYERS (Vladislav Kubko, Evgeny Levashov)	53
THE ROLES PEDAGOGICAL STAFF PLAY IN ADULT EDUCATION (Larysa Lukianova)	57
PECULIARITIES OF ARTIFICIAL INTELLIGENCE STUDY AT PEDAGOGICAL HIGHER INSTITUTIONS (Tetiana Mazurok, Volodymyr Chernykh)	61
PRESTIGE OF LEGAL PROFESSION THROUGH STUDENTS' EYES (Elena Murzina)	64
DETERMINING THE LEVEL OF PREPARATION OF FUTURE TEACHERS OF NATURAL AND MATHEMATICAL SCIENCES TO THE SOLUTION OF EDUCATIONAL PROBLEMS (Inessa Novitska)	68
DATENVERARBEITUNGSSYSTEME IN DER AUSBILDUNG ZUM ÜBERSETZER UND DOLMETSCHER (Sergey Panov, Larisa Schevtschyk)	72
INTERNATIONAL STANDARDS AND THEIR IMPLEMENTATION	76
(Olena Pavlenko, Natalia Timchenko-Michailidi, Valentina Pugach)	70
SCIENTIFIC BASIS OF COMPETENCE APPROACH TO FORMING OF GENERAL COMPETENCE OF FUTURE TEACHERS OF HUMANITARIAN FACULTIES (Irina Shumilova)	80
CREATING PRESENTATIONS FOR CLOUD SERVICES (Tetiana Vakaliuk)	84
INTERACTIVE MODEL FOR TEACHING STUDENTS THE GRAMMAR TENSES IN ENGLISH (Zlatka Zhelyazkova)	89
PART II: ACTUAL ISSUES OF MACRO- AND MICRO- ECONOMICS	94
THE IMPORTANCE OF STAFF TRAINING IN HOTELS: A CASE STUDY OF UKRAINIAN EXPERIENCE (Svitlana Babushko)	94
VALUATION CRITERIA OF ARRESTED PROPERTY (Anna Bakulina)	99
METHODS FOR DETERMINATION OF THE OPTIMAL MINING TAX RATES WHEN SECONDARY MINERAL RESOURCES ARE INVOLVED (Tatyana Bloshenko)	102

SOCIO-HUMANITARIAN SPACE FOR THE FORMATION AND IMPLEMENTATION OF HUMAN POTENTIAL (Larvsa Bogush)

DESIGN THINKING AS A METHOD OF CREATING INNOVATIVE PRODUCTS AND FINDING EFFECTIVE SOLUTIONS IN BUSINESS (Tatiana Borzdova, Yuliya Minkovskaya)

ANALYSE DER TÄTIGKEITEN VON HOLDINGSTRUKTUREN IN DER UKRAINE (Nadiia Dilai)

GENERAL DESCRIPTION OF THE STATE OF ECONOMIC SECURITY OF COUNTRIES UNDER THE CONDITIONS OF OPEN ECONOMY (Stanislav Dubykivskyi)

INFLUENCE DE MONDIALISATION SUR LE DEVELOPPEMENT INNOVANT DES ENTREPRISES DE L'HOTELLERIE (Kateryna Galasiuk)

UNEMPLOYMENT IN DEVELOPED COUNTRIES OF THE EU: TRENDS AND SPECIFIC FEATURES (Elena Gaydash, Olga Kushnarenko)

TALENT MANAGEMENT (Ludmila Ivancova, Victor Morohin, Aleksandrs Rubanovskis)

THEORETICAL ASPECTS OF THE PENSION SYSTEM AND EVALUATION OF LITHUANIAN OLD AGE PENSION (Žaneta Karazijiene)

PRODUCT EVOLUTION MANAGEMENT, A NEW STAGE OF DEVELOPMENT (Svetlana Karpova, Marina Kalinina)

ACTIVITY-BASED COSTING FOR MOTOR TRANSPORT ENTERPRISES (Oksana Krivoruchko, Yuliia Sukach)

INDUSTRIAL INFRASTRUCTURE OF AGRICULTURAL COMPLEX AS DETERMINANT INDEX OF RURAL AREAS' DEVELOPMENT (Iryna Ksyonzhik)

ERNÄHRUNGSSICHERHEIT: DIE BILDUNG VON ARTEN DER ÖFFENTLICHEN GESUNDHEIT (Galyna Kundicieva)

SCARCITY AND ITS NEOCLASSICAL INTERPRETATION (Dyanko Minchev)

CRISES RELATED TO THE PRODUCTION FACTORS "LABOR" AND "ENTREPRENEURIAL SKILLS" (Viktor Morohin, Aleksandr Rubanovskis)

EGULATING ROLE OF LOCAL SELF-GOVERNMENT INSTITUTIONS IN SOCIAL AND ECONOMIC DEVELOPMENT OF REGION (Lizzat Mukhambetova, Karlygash Auyezova, Sholpan Karkinbayeva, Maral Nabiyeva)

GREEN ECONOMY AS SUSTAINABLE TOURISM DEVELOPMENT BASIS (Sergei Nezdoyminov, Pavlo Petrychenko)

SYSTEMATIC APPROACH TO REGIONAL COMPETITIVENESS RESEARCH (Elena Nezhivenko, Irina Novikova)

AUDIT OF TRAINING AND HUMAN RESOURCES USE (Miroslava Peicheva)

DEVELOPMENT OF INNOVATIONS IN AZERBAIJAN: SPECIFICITY AND PERSPECTIVES (Hajiaga Rustambayov, Lachin Abishli, Ikram Jabrayilov)

DATA ENVELOPMENT ANALYSIS IMPLEMENTATION REGARDING GAS-DISTRIBUTION ENTERPRISES' PERFORMANCE EVALUATION (Oksana Savko)

DIGITAL MARKETING TECHNOLOGIES: ROLE IN THE COUNTRY ECONOMIC DEVELOPMENT (Anastasiia Semenova)

THE PARTICIPATION OF BANKING CAPITAL IN THE REAL ECONOMY INVESTMENTS (Irina Simakova)

CLUSTERING AS A SYSTEM OF INNOVATIVE STRATEGIES OF THE NATIONAL ECONOMY DEVELOPMENT (Alla Stepanova, Oksana Davydova)	205
THE MAIN TRENDS OF INTERNATIONAL AIR TRANSPORT MARKET (Evgen Sych, Veronika Komandrovska, Olena Boyko)	210
STRATEGIC RESOURCE INITIATIVE OF ENTERPRISE (Tetiana Viatkina)	214
FEATURES OF LABOUR PRODUCTIVITY MANAGEMENT IN HIGH-TECH COMPANIES (Elena Yakhontova, Svetlana Gavrilova)	218
PENSIONS REFORMS IN POLAND – HISTORY AND CURRENT TENDENCIES (Michał Zaremba)	228
NACHTRAG / POSTSCRIPTUM	234

CREATING PRESENTATIONS FOR CLOUD SERVICES

Tetiana Vakaliuk, PhD in Pedagogy, Associate Professor,

Department of Applied Mathematics and Computer Science Zhytomyr State University named after Ivan Franko, Zhytomyr, Ukraine

Abstract: The article deals with cloud services for creating Prezi presentations, outlines the problem of the informational support of the education and research, gives the recommendations for creating electronic presentations by means of this cloud service. It is found that the use of cloud services is very convenient. It is shown an example of creating the presentation by using cloud service.

Keywords: cloud, cloud services, electronic presentation, informational support, cloud technologies

INTRODUCTION

Nowadays, when education and science are constantly updating, there is an urgent need to use cloud technologies in various spheres of life, particularly in science and education.

MATERIALS AND METHODS

The research of the using cloud technologies in different spheres is the subject of works of outstanding scientists, including E. Ablyalimova, M. Kademiya, L. Medzhitova, Z. Seydametova, S. Seytvelieva, Yu. Trius, V. Chernov and others.

The purpose of our paper is to show the possibility of creating electronic presentations using cloud services.

RESULTS

In the times of informatization and constant software updating, a variety of services for creating electronic presentations: Google cloud services [1], Prezi [2] and so on are becoming more and more popular.

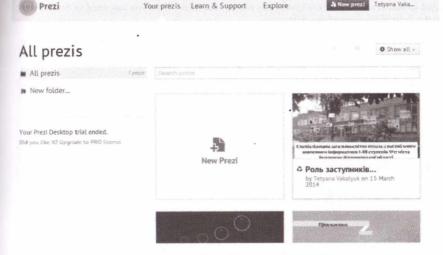
Let us consider the second service in details, because it has many advantages, which will be discussed below. It should be noted that this service compared with others, is English-speaking, so its user should at least at the level of "user" know English.

To create your presentation you need to *log in* by entering a username and a password (Picture 1), if you are not registered – register first *sign up*.



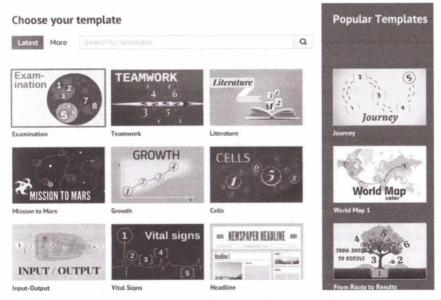
Picture 1: The login window into the Prezi cloud service

When you *log in* this cloud service (Picture 2), all existing presentations of the given user are highlighted. They can be edited at any time.



Picture 2: The window of the Prezi cloud service

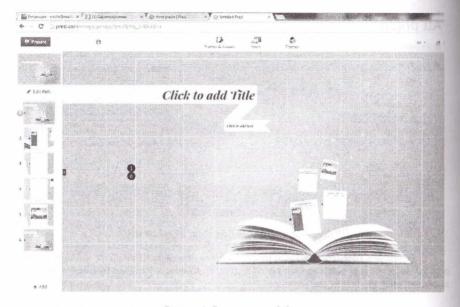
To create a new presentation in this service you must select *New Prezi* and then open a new tab to select a presentation template (Picture 3). Choose a template that best suits your needs and click the button *Use template*.



Picture 3: Presentation Templates, available in the cloud service

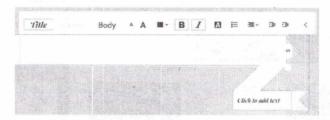
The tab with the presentation template and slides slabs is opened (Picture 4). To move between slides, you can use thumbnail image slides that are on the left side of the screen. To

add a title or a text, you should click on the appropriate place of the slide *Click to add Title* or *Click to add Text*. To enter the text in any other place of the slide you just need to double click on the desired location of the slide.



Picture 4: Presentation slides

The typed-in text has the right to enter format: size, color, outline font, and its location (Picture 5).

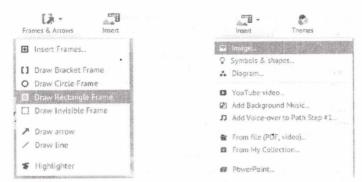


Picture 5: Text formatting

To add the slides you need to press the button *Frames & Arrows*, select the appropriate view of the slide (Picture 6) and mark the location for the presentation, where the given slide should be inserted. Also, in this service there is the ability to add pictures, photos, music files; video files, etc. You must choose *Insert* (Picture 7).

To insert a picture, you need to select the menu *item Image* ... (Picture 7), then in the window that opens select option *Select files*, then an additional window is opened to select a file from the computer on which the user works (Picture 8).

After each action cloud service automatically saves the presentation, but if it is necessary, you can choose the option Save.

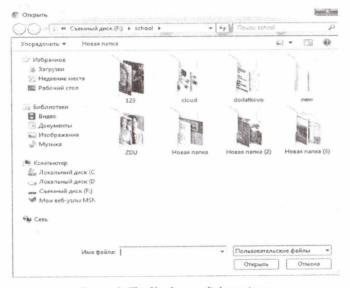


Picture 6: Species of framework for slide

Picture 7: Insert menu of additional files

To view the presentation you have to choose option *Present* to edit the queue of slides, their sequence and location in the master slide – button *Edit Path*.

The finished presentation is available to download as a portable presentation, share the link, etc. (Picture 9) for selecting the desired item from the menu.



Picture 8: The file chooser dialog to insert



Picture 9: Menu Download the presentation

It should be noted that this cloud service is very convenient to use, as well as it does not require any additional installed software and provides an opportunity to work on-line.

DISCUSSION AND CONCLUSION

Nowadays when our data cannot be 100% protected by the existence of different types of viruses, it is quite useful to be able to use not only the flash and DVD discs, but also cloud services.

The outlined problems and received results give reason to believe that the use of cloud services while creating electronic presentations is one of the priority areas of the research, and this issue will continue to be relevant and require further research.

REFERENCES

- 1. Google Presentations, available at: Google.com.
- 2. Prezi, available at: prezi.com.
- 3. Vakaliuk T. (2014), *Use cloud technologies to create online surveys*, Informational technological software of the educational process of a modern university, Collection of reports of the International Internet conference, Minsk, November, 30, 2013. Minsk, pp. 223-234, available at: http://elib.bsu.by/handle/123456789/89683.
- 4. Vakaliuk T. (2014), Opportunities to use cloud archives, Informational and communicational technologies of Education, Proceedings of reports of Ukrainian scientific and practical conference, May, 23, 2014, Ministry of Education and Science of Ukraine, Uman State Pedagogical University Named after Pavlo Tychyna; Edited by G. Tkachuk, Entrepreneur Zhovtyy O, Uman, Ukraine, pp. 19-22.
- 5. Vakaliuk T. (2013), Opportunities using cloud technologies in education, Current Questions of the Modern Pedagogy, Materials of the International scientific and practical conference in Ostrog, November, 1-2, 2013, Publishing house "Gelvetika", Kherson, Ukraine, pp. 97-99.
- 6. Vakaliuk T. (2014), *The Need to create a cloud-based learning environment for informatics bachelors*, Reports of the Scientific Conference of the Institute of informational technologies and means of education of National Academy of Pedagogical Sciences of Ukraine, IITZN NAPS of Ukraine, Kyiv, Ukraine, pp. 9-11.
- 7. Vakaliuk T. (2013), *The necessity to use cloud technologies in the professional informatics bachelors preparation*, Tula State university Journal. Series: Modern educational technologies in learning natural sciences, Part 12. Publication of Tula State University, Tula, Russian Federation, pp. 177-181.
- 8. Vakaliuk T. (2014), Cloud services to create documents with the possibility of granting rights to multiple users sharing, Psycho-pedagogical problems of the rural school: collection of scientific papers of Uman Pavlo Tychyna State Pedagogical University, Edited by N. Pobirchenko, Issue 48. Entrepreneur Zhovtyy O., Uman, Ukraine, pp. 65-70.