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## **MULTIMEDIA ELECTRONIC TEXTBOOK**

Traditional textbook is in print for more than four centuries and remains an indispensable book in the learning process. Although at present electronic textbooks are becoming increasingly important. Electronic textbook is an electronic book, which contains a systematic exposition of the course or section, and has the official status of this type as publication, which is assigned by state agency.

Currently, hardware and software have reached such levels as it became possible to implement computer based electronic textbooks, which have several advantages over the printed product. These benefits resulted from the use of an electronic textbook of the new generation of multimedia, hypertext, interactivity.

**Multimedia** – a set of hardware and software for your computer, which allows to combine the provided information into various forms. The electronic textbook can be used effectively with the help of a great variety of multimedia technologies. There are rich opportunities to form a single style text and mathematical formulas, using special symbols, pictograms. Firstly, it is easy to create different images (photographs, drawings, tables, bar charts). All this can be set in motion, change shape, etc. Secondly, you can use a background soundtrack or sound signal while accessing a specific piece of information with a picture, embeds sound clips in online or offline, make articulate dynamic processes [1]. The text of the electronic textbook can be colorful, bright, emitting the font color, size, type of presentation. Thirty, multimedia technologies allow the use of animation, "revive" the pictures, texts and other objects.

**Hypertext** is a set of separate blocks of text (nodes) interconnected by via hyperlinks. In the hypertext in each node may have one or more links (in the form of buttons, navigation, keywords) with which you can navigate other sites. In hypertext there is an implemented nonlinear way of organizing and displaying text. In this case students have an opportunity to choose their own path to get necessary information. It is assumed that this kind of information is more efficient than linear. We distinguish three forms of reactivity: reactive, effective and mutual interactivity [2]. Efficiency in the use of electronic textbooks is set by the following factors: a correct and precise statement of educational goals; motivation must be maintained throughout the learning process, providing feedback. In the development of e-textbooks universal basic technologies can be used such as Technology HTML. HTML (Hypertext Markup Language) primary means the developing of a hypertext tutorial. Text in HTML may contain hypertext links (with which you can navigate to other HTML – pages and view them), as well as inserts in the form of statistical graphics, animation, video and audio fragments. To view the HTML – pages you can use any common Internet – Explorer (browser), for example Microsoft Internet Explorer, Netscape Navigator, etc.

Creating quality electronic textbook is a long process, very time-consuming and requires great expertise in computer technology.

## **LITERATURE**

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2. Классификация электронных средств учебного назначения: [Электронный ресурс]. – Режим доступа: <http://www.osp.ru/win2000/2000/01/174144/>.