E-TEXTBOOK AS AN INNOVATIVE MEANS OF EDUCATION

The article reveals the possibility of using the e-textbook as a modern means of education for the recipients of education in general secondary education. It is emphasized that the realization of many tasks facing the education system at this stage is impossible without the use of modern learning tools, in particular electronic textbooks, which in the near future will create significant competition with print publications. The importance of using electronic textbooks is increasing, based on the active introduction of information technology education institutions into the educational process, which significantly influences the learning outcomes of educational recipients and broadens the educational process as a whole.

The analysis and systematization of different approaches to the interpretation of the concept of «electronic textbook». It has been found out that despite the fact that the concept of «electronic textbook» has been functioning in scientific circulation for the last several decades, the structure, principles of construction and basic requirements for the e-textbook are not defined yet, and there is no consensus of scientists on the definition of the term itself. «Electronic textbook», there is no single point of view regarding its content. Thus, some scholars argue that an electronic textbook is a resource that contains systematic educational materials in a specific field of knowledge, the creation, dissemination and use of which is possible only with the help of modern information technologies. Other researchers take the opposite view and warn that the formal terminological transition from a printed textbook to an electronic one does not reproduce those revolutionary transformations that advance information technology. Therefore, the range of views on the essence of the concept of «electronic textbook» is quite wide and ranges from the primitive electronic analogue of the printed edition to complex systems based on artificial intelligence, which confirms the lack of standardization of terminology for electronic educational publications in Ukraine.

The requirements for a modern e-textbook are summarized and the peculiarities of its introduction into the elementary school educational process are revealed. It has been found out that the pedagogical value of electronic resources lies in the process of their design and development, which must take into account the pedagogical,

psychological and methodological requirements for the creation of quality e-textbooks, which differ from the requirements for print editions. Therefore, electronic publication in the framework of e-learning discourse is a complex socio-communicative phenomenon consisting of communication participants (communicator 1 (author), communicator 2 (editor), communicant 3 (programmer), recipient), has two texts – primary and secondary (electronic).

It was emphasized that the use of electronic educational tools has been implemented and implemented in connection with the reform of the New Ukrainian School. It is stated that a number of MESU orders and CMU decrees are issued regarding the introduction in the educational process of educational institutions of electronic textbooks, according to which students and teachers should be provided with both paper and electronic textbooks; and not electronic versions of print media. It is stated that the introduction of e-textbooks should be gradual, as there is almost no experience of using such products. From 2018/2019 only and to date, e-textbooks on integrated courses «Art» and «I am exploring the world», «Mathematics», «Ukrainian language. Primer» are being implemented in experimental schools.

The electronic textbooks for elementary schools that participate in the All-Ukrainian experiment «Electronic textbook for general secondary education» are analyzed. According to the results of the analysis of electronic textbooks, they meet the key requirements that apply to the publications of this type. In particular, the information in the e-textbooks is logically constructed, clearly structured and systematic, consistent with the curricula of the disciplines; Tutorials have a holistic and intuitive interface, inform about the topic open on the screen, provide instructions for the exercise and tasks; illustrative and multimedia materials, interactive elements are placed in accordance with the logic of presentation of educational material, they do not overload the perception of educational material, their use is motivated and reasonably correct, contributes to the activation of cognitive activity of educational seekers; editions have navigation tools, pointers, text highlighting and knowledge control systems. However, not all e-books provide the ability to work with them on three or more operating systems, which is one of the requirements for such editions; some e-

tutorials only have audio, without text instruction; some editions do not allow you to mute the audio inside the tutorial.

It is emphasized that the relevance of the development and use of electronic textbooks as an innovative training tool for educational recipients is determined by the development strategies of the New Ukrainian School. Introduction of electronic resources and electronic educational tools in the secondary education institutions of the secondary education allows to make qualitative changes in the system of education of the educational recipients, opens wide opportunities for deepening the theoretical knowledge base, enhancing the applied orientation of learning, increasing the level of cognitive activity, discovering creative potential according to their requests, inclinations and abilities.

It is noted that the analysis of the offers of Ukrainian publishing houses on electronic educational tools and e-textbooks showed that this market is developing and in demand, but not all of them are ready to create high-quality modern electronic textbooks. Therefore, the adoption of the e-textbooks regulation, the state policy on the development of a new educational platform for the placement and examination of electronic textbooks, the implementation of the All-Ukrainian experiment «Electronic textbook for general secondary education» are the effective factors for the introduction of e-textbooks in the educational process of general secondary education institutions.