Список литературы:

1. Документация программного обеспечения ARToolKit. – Режим доступа: https://artoolkit.org/documentation/ (дата обращения 30.11.2016).

2. Документация программного обеспечения Vuforia. – Режим доступа: https://library.vuforia.com/getting-started (дата обращения 30.11.2016).

3. Информационный портал DAQRI. – Режим доступа: https://daqri.com/ (дата обращения 12.12.2016).

4. Информационный портал Gartner. – Режим доступа: http://www.gartner.com/technology/research/methodologies/hype-cycle.jsp# (дата обращения 27.01.2017).

5. Официальный сайт Microsoft HoloLens. – Режим доступа: https://www.microsoft.com/microsoft-hololens/en-us (дата обращения 15.12.2016).

А.А. Карева, К.С. Карданова-Бирюкова
ГАОУ ВО Московский городской педагогический университет
Москва, Россия

Создание безопасной социально-медийной среды в образовательном пространстве

В статье автор предлагает идею создания безопасной социально-медийной среды в образовательном пространстве. Также автором описываются основные положения безопасной социально-медийной среды и ожидаемые результаты. Приводится ряд особенностей безопасной социально-медийной среды и условия реализации в образовательном пространстве.

Safe Social Media in Learning Environment

The modern world presents information as an important resource to let society function successfully. We can evidence the fact that students are deeply involved into information exchange. Actually, socially adapting students get knowledge and access to various mass media, handle huge database that are relevant for their personality. Any human is able to process enormous amount of information choosing all urgent and rejecting unnecessary facts. However, some cases reveal that a person has no opportunity to decide whether information received is vital or not. The reason is that a recipient undergoes speech manipulation. Moreover, mass media implement speech manipulation regularly and efficiently. The legal documents of the Russian Federation consider mass media to be periodical publications, network edition, television or radio channel, the Internet or television program, newsreel, any periodical form spreading mass information with a permanent label [1].

The author has created an experimental project in order to work out information filter system in learning environment as well as model perceiving and understanding information mechanisms. Safe Social Media project appeals to investigate speech manipulation mechanisms, apply local mass media in learning environment, generate behaviour scripts to follow, focus on cultural events. Valuable social attitude, outreach programs, cultural promotion, patriotic feeling advocacy are broadcast in different ways such as collecting, processing and spreading messages daily. Social disturbances and lack of culture in some areas of the world have become prerequisites for the project. This was an attempt to improve learning conditions and background in order to keep rising intelligent cultural generation of people.

Conventional wisdom states that printed press and online texts implement speech manipulation effectively. It's commonly agreed that commercials and newsreels are based on these specific media texts. Media texts could be represented as social media products because they report events in learning environment, have motives to make recipients do certain things.

Going into particulars, analysis of the media texts that actualize speech manipulation is an essential component of Safe Social Media project. This helps to reveal some key language units with great speech

manipulation potential, aims and goals, consequences and a future outcome.

Media texts demonstrate several features. For example, study appeal, basic needs, image of a perfect student, legend. Thus, study appeal can be expressed through phrases and words to promote education and aspiring students. Moreover, the image of a perfect student includes lexical units describing high-achievers and high-flyers. Description of basic needs makes media texts more compelling and convincing for recipients. While creating media texts it's utterly crucial to highlight any social issue. Sometimes an author finds it useful to provide a legend or proceeding history to make the text well-grounded. Someone should not forget about stylistic devices to enrich the text.

As a result, media texts along with safe social media enable us to form public conscience, perform mind control, model student's behavior and realize state programs. Basically, media texts rely on psycholinguistic speech manipulation model. To conclude, safe social media should help any person to elaborate protective filters from disruptive behaviour. That's why we face the prospect and great social responsibility implementing Safe Social Media project.

Список литературы:

1. Средства массовой информации // Большая энциклопедия в 62 томах. Т. 47. М.: Терра, 2006. — С. 453. ISBN 5-273-00432-2