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INFORMATION AND COMMUNICATION TECHNOLOGY IN THE SOCIETY

The relevance and aim of this research is to point out importance of ICT in the society, problems and solutions of ICT, and recommendations. ICT play a significant role in all aspects of modern society.

An Information Society is a society, where the usage, creation, distribution, manipulation and integration of information is a significant activity. Its main drivers are Information and Communication Technology (ICT) which have resulted in rapid information growth and is somehow changing all aspects of social organization, including education, economy, health, government,

warfare and levels of democracy. The people who are able to be a partaker in this form of society are sometimes called computer users or digital citizens defined by (K. Mossberger) as «Those who use the Internet regularly and effectively» [3].

Benefits of ICT in the Society

1. In Healthcare, ICT has increased productivity, reduced travel costs; More responsive healthcare services to the citizens through Telemedicine and Digital Publication of medical research.
2. In Agriculture, ICT has created more awareness of innovative approaches and improved food production, Seasonal planning, and risk mitigation through GIS systems of planning and others.
3. In Education, ICT has improved visualisation skills, Up-to-date course materials accessible from remote areas, Cost savings on-demand education through Distance education, Teachers training etc.
4. In Business, ICT has helped in efficiency, less delays, Lower costs of marketing, and Global exposure through E-Banking, E-Stockbroking, Logistics management etc.
5. In the Environment, ICT has also provided better management of resources, planning for disaster aversion, and improved awareness among activists through GIS Mappings, Databases of crop patterns and Networking of Environmental Activists.
6. In Governance, ICT has aided Less wastage of citizens time, better access to crucial information, improved accountability of government officials, Simplified tax procedures for business through

online information for citizens, businesses, NGOs with the help of USAID organisation [1, p. 5].

Problems and Challenges of ICT in the Society.

There are some questions to ask.

1. Are there offline or online forums where citizens can discuss ICT and other issues of concern ?
2. Do citizens and organisations have Human Resources capacity (e.g tech, policy , managerial and legal) to effectively hasten ICTs for daily use?
3. Are there ICT manufacturing industries for hardware and software, data communication solutions and services. Is the PC and internet access affordable?
4. Is there adequate cooperation between citizens, businesses, academics, NGOs and policy makers to create a favourable climate for using ICTs? Is the environment also favourably regulated for creating ICTs companies?
5. Are there enough financial resources to invest in the ICTs infrastructure and education?

Solutions to the Problems and Challenges of ICT in the society

1. Online and offline forums need to be actively promoted to bring in larger and more diverse sections of community to discuss issues of common interest, especially with regard to creatively tackling the

digital divide. Online, this includes e-mail lists, Web-based communities, searchable archives of online communication and e-mail digests, chat rooms, and online interviews. Offline, community activities include conferences, events, trade shows, seminars, educational summits, training sessions and panel discussions.

2. To close the digital skills gap, the emerging economies need to improve the capacity of their workforces for Internet Age roles. This includes improving Internet access and education about IT in schools and colleges, creating digital libraries for universities, and promoting professional training institutes. Key and main priority areas for such Internet growth should be the software and Web solutions/services sectors, whereby an emerging economy can harness the Internet not just as a tool but as a market in its own right.

3. The digital divide in developing countries is most evident at the phase of connectivity, i.e. lack of affordable access to PCs, Internet devices, modems, telephone lines, and Internet connections. Steps to reduce this digital gap include devising cheaper access devices e.g public accessible kiosks, and there should be lowering of tariffs on import of computers and modems, creation of Internet community access centres and bringing access rates down.

4. There's no single sector that can take on the Internet economy by itself; it needs more cooperation at the national level to overcome the sectoral gaps between government, academia, private sector, civil society, and international organisations. This should happen at the

state/provincial, national and regional levels; it can also extend to groupings based on culture or language.

5. For an Internet initiative to survive, it must be at least economically self-sustaining. The governments should ideally focus on creating open investment climates for incubation, launch, acceleration and implementation phases of an Internet start-up [1, p. 12].

Conclusions/Recommendations

A country's ICT strategy should focus on infrastructure, human capacity, enterprise culture, local content and applications. Solutions should also be realistic, and sensitive to local conditions, it should have local participation, and must be backed by political will at the highest level. These can then ignite a virtuous circle of sustainable social and economic development.

When these are wisely applied, ICTs offer opportunities via network effects to narrow social and economic inequalities and support sustainable local wealth creation, new market access, and innovation in services. In order, for their development potential to be realized, it is recommended that, all stakeholders of governments, businesses, international organizations, local civil society groups and individuals need to work together towards achieving real change.

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АКТИВІЗАЦІЯ ПІЗНАВАЛЬНОЇ ДІЯЛЬНОСТІ ІНОЗЕМНИХ СТУДЕНТІВ ЧЕРЕЗ ЗАСТОСУВАННЯ ІНФОРМАЦІЙНИХ ТА КОМП'ЮТЕРНИХ ТЕХНОЛОГІЙ НА ЗАНЯТТЯХ З УКРАЇНСЬКОЇ МОВИ

Навчання у сучасному виші багато у чому визначається великим обсягом інформації, постійною модернізацією