

tive competence development methods. Effectiveness of the methodology can be evaluated in accordance with the motivational, cognitive, operational, reflective and performance indicators.

The described method of students' communicative competence development is based on solving information and communication pedagogical problems. The specified tool for solving problems is the educational blog. For each of the problem solved, students should have an activity algorithm. The algorithm structure includes teachers' and students' actions, additional electronic resources, stages of monitoring activities, terms of effectiveness, as well as extracurricular activities assessment scale. Blogs can be the platform for a teacher-organized educational debate. In this case, the author of the blog, usually a teacher, initiates discussion. Students add comments, discuss problematic issues, expand and deepen their knowledge, develop skills to use the course terminology, learn to substantiate their points of view. Blogs give teachers the opportunity to draw conclusions about students' transformation of social and educational experience. For students blogs are materials enriching their learning experience, assisting further reflection and self-analysis.

The developed method contributes to: the formation of abilities to interact with various information resources; the creation of conditions for information exchange between the network information environment actors (teacher, students); the inclusion of students in the educational network interaction on professional issues.

The study argues that the development of students' communicative competence in the modern information environment is necessary and possible. This opportunity is provided by a number of subjective and objective factors, as well as the organization of students' extracurricular communication during the problem solving process in the modern information environment, taking into account the activity approach.

Acknowledgement: This paper is published thanks to the support of the IRNet Project (Grant Agreement No.: PIRSES-GA-2013-612536).

References

Kolesnikova I.A. (2001). The nature of the humanities and their mission in today's society. *Social and humanities*, № 3, pp. 33–46.

- Kommers P., Smyrnova-Trybulska E., Morze N., Noskova T., Pavlova T., Yakovleva O., Cubo S.D., Pinto P., Malach J. Drlik M., Issa T. (2014). Contrastive Analyses and Evaluation of the ICT and e-learning competences in Australia, Czech Republic, the Netherlands, Poland, Portugal, Russia, Slovakia, Spain and Ukraine In: *E-learning and Intercultural Competences Development in Different Countries*, Monograph Sc. Editor Eugenia Smyrnova-Trybulska, University of Silesia, Katowice–Cieszyn, Studio-Noa, 2014, pp. 13–30, 488 p.
- Castells M. (2000). *The rise of the network society* (2nd ed.). U.S., Blackwell Publishing.
- Noskova T. (2007). *Psychodidactics of the educational environment*. Monograph. St. Petersburg, HSPU Publishing House.
- Noskova T., Pavlova T., Yakovleva O. (2013). *High School Teachers' Information Competencies in the Virtual Learning Environment E-learning & Lifelong Learning*. Monograph Sc. Editor Eugenia Smyrnova-Trybulska University of Silesia, Studio-Nova, pp. 215–221.
- Noskova T., Pavlova, T. (2012). New priorities of the educational activities in the educational environment of the modern university. *Scientific and technical journal SPBSPU*, №2, pp. 329–335.
- Noskova T., Yakovleva, O. (2012). Mass media and up-bringing in a university corporate environment. *Materials of V Congress of Russian Psychological Society*, vol. III pp. 365–366.
- Pawlowski J.M. (2013). *Global Open Education: A Roadmap for Internationalization*. Retrieved April 15, 2014 from: <http://elearningeuropa.info/en/article/Global-Open-Education%3A-A-Roadmap-for-Internationalization>.
- Ray J. (2006). Welcome to the Blogosphere. The Educational Use of Blogs (aka Edublogs). *Kappa Delta Pi Record*. № 42(4), pp. 175–177.
- Rickheit G., Strohner H. (2008). *Handbook of communication competence*. Walter de Gruyter.
- Rychen, D.S., Tiana, A. (2004). *Developing key competencies in education: some lessons from international and national experience*. UNESCO Publishing.
- Shams A., George C. (2006). Educating toward Global Competency: An Interdisciplinary Approach // *Academic Exchange Quarterly*, Winter 2006, Volume 10, issue 4.
- Z. Dornyei, S. Thurell. (1995). Communicative Competence: A pedagogically Motivated Model with Content Specifications. *Issues in Applied Linguistics*. Vol.6–2, pp. 5–35.

- Mei Liu (2013). Exploring the way of using the weblog for collaborative learning. *Int. J. of Continuing Engineering Education and Life-Long Learning*. Vol.23, No.3/4, pp.240–250
- Wenhao Li, Yan Zheng (2012). Research on online learner participation in a web-based course. *International Journal of Continuing Engineering Education and Life-Long Learning*. Vol. 22, No.1/2 pp. 59–72
- Pursel, Barton K.; Hui Xie. (2014). Patterns and Pedagogy: Exploring Student Blog Use in Higher Education. *Contemporary Educational Technology*. Apr. 2014, Vol. 5, Issue 2, pp. 96–109.
- Bernath U., Sangrà A. (2007). Research on Competence Developments in Online Distance Education and E-Learning. *Selected Papers from the 4th EDEN Research Workshop in Castelldefels*. Spain, October 25–28, 2006.
- Cadima R., Ojeda J., Monguet J.M. (2012). Social Networks and Performance in Distributed Learning Communities. *Educational Technology & Society*. 15 (4), pp. 296–304.
- Janková M., Dvořák J. (2013). E-Learning in virtual university environment. *Distance learning, simulation and communication*. Brno, Czech Republic, May 21–23, 2013, pp.90–94.
- Marshall S., Kinuthia W., Richards G. (2012). Open content for e-learning: Cross-institutional collaboration for education and training in a digital environment. *International Journal of Education and Development using Information and Communication Technology (IJEDICT)*. Vol. 8, Issue 3, pp. 35–42.
- Zimnjaja I.A. (2003). Key competencies – a new paradigm of education results. *Higher education today*. №5, pp. 34–42
- Baydenko V.I. (2004). Competence in vocational education (to the development of the competence approach). *Higher Education in Russia*. №11, pp. 3–13.