THEORETICAL FOUNDATIONS OF DISTANCE EDUCATION ON THE INTERNET

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INTRODUCTION

In the 50s of the XX century, with the advent of radio and television, the first educational programs were created. The revolution in education was made by British Prime Minister Harold Wilson, in 1971, The Open University enrolled the first 21,000 students. This decision was supposed to solve the problem of exclusion of people with low income from higher education. Throughout the time, the university continued to expand: courses were added, degrees were introduced, new partnerships were created. As a result, The Open University has become a model for distance learning around the world.

In the period from 1980-1990 with the advent of the personal computer and the Internet, distance learning made a breakthrough in education. The 21st century has brought new opportunities to learning, making it more accessible.

Since the mid-90s, the Internet has been developing rapidly. In 2021, the Internet is present in almost every person on the planet. Internet marketing emerged at the intersection of marketing and information technology.

Internet marketing is the practice of using all aspects traditional marketing on the Internet, affecting all the main elements of the marketing mix: - price, product, services, place of sale and promotion.

The main purpose of using Internet marketing is to get the maximum effect from the potential audience of the site or portal, that is, to attract as many users as possible to the proposed goods or services. Today the distance education market is rapidly expanding. In order to ensure competitiveness and attract consumers, educational institutions face the problem of promoting their educational programs. The relevance of this the problem was the reason for choosing a topic and research.

Distance learning technologies are understood as educational technologies implemented mainly with the use of information and telecommunication networks with indirect (at a distance) interaction between students and teachers. In the future, we will assume that distance learning is a learning system based on the interaction of a teacher and students with each other at a distance, reflecting all the components inherent in the educational process by specific means of ICT and Internet technologies.

When examining definitions, remote and electronic education in official foreign sources, it can be concluded that instead of "distance learning" the term "e-learning" is used, which corresponds to e-education. The term "e-learning" is synonymous with the concept of distance learning education and refers to the learning process.The term "e-learning" has characteristics inherent in distance education, except for the presence of distance between the teacher and the student.

THE INITIAL PRESUPPOSITIONS

In the article, the following research methods were used to solve the set tasks: theoretical (study and analysis of scientific and pedagogical, psychological and pedagogical, reference, specialized literature, regulatory documentation on the topic of research, additional professional advanced training programs; analysis, comparison, classification of the information received and generalization); empirical (pedagogical experiment, observation, questionnaire survey, survey, conversation, testing); mathematical (statistical data processing).

METHODS

At the moment, the pre-education market is rapidly expanding. In order to ensure competitiveness and attract consumers, educational institutions face the problem of promoting their educational programs. Internet marketing emerged at the intersection of marketing and information technology.

Internet marketing is the practice of using all aspects traditional marketing on the Internet, affecting all the main elements of the marketing mix: - price, product, services, place of sale and promotion. The main purpose of using internet marketing is to get the most out of the potential audience of a website or portal, then is to attract as many users as possible to the offered goods or services. Promotion of a product or service on the Internet may include several Internet marketing tools:

Search engine optimization (SEO) - optimization of a site in order to obtain high rankings in the appearance of a system on requests that correspond to the subject of the site. Aims at getting traffic from popular search engines, in Yandex and Google systems. (POLAT, 2021). When working out these indicators, the site will rise in search networks, but it should be borne in mind that this work takes a very long period of time. If there is not enough time to launch an advertising campaign, most often companies choose contextual advertising.

The user will see the ad immediately after launch. Contextual advertising - showing advertisements to users who are interested in them at the moment. In contextual advertising, you pay for visitors (clicks). This traffic is easy to manage. The most popular services for contextual advertising are Yandex.Direct and Google Adwords.

Contextual advertising acts selectively, the advertising message is shown only to those users who want to receive information on this product or service. Contextual advertising is divided into search and thematic (BOGOMOLOV, 2007). Contextual advertising in search - shown in Internet search results. A prerequisite for displaying an advertisement is the presence in an explicit form of a search query specified by the user (HARRIS, SUTTON, R., 1986).

Topic advertising is shown in Yandex.Direct or Google Adwords advertising networks if the advertising topic meets the user's expectations. Subject ads are shown as additional information to the content of the pages that the user is viewing. She is in the area of his attention (BOGOMOLOV, 2007).

Advertising on social networks (Social media marketing, SMM) - creating a loyal audience on social networks by publishing useful information and communicating with potential consumers. Depending on the type of business can be involved services Facebook, My Target, Twitter and others (IASECHKO, IASECHKO, SMYRNOVA, 2021). E-mail marketing - sending by e-mail to users who have given their consent to this (POLAT, 2021). Leading Internet business companies such as Exist and Wildberries use all possible channels to attract customers. However, in order to understand the features, we will take a closer look at the advantages and disadvantages of each Internet marketing tool separately.

RESULTS AND DISCUSSION

Distance education has come a long way from correspondence training to virtual training. Many educational platforms today use modern computer and telecommunication technologies. In connection with the increasing demand of the population in the use of ICT, a large number of different software products have appeared on the market, including in education.

The DOT system is a complex software and hardware complex. Data exchange takes place through the Internet channel and local network communications. This system is managed specialized software platforms - learning management system (LMS) or in Russian publications of distance education systems. Research of the platform and system of DL, basic LMS functionality is a combination of the following conditions:

- creation and download of educational materials;

- creation and implementation of online tests;

- issuing and checking assignments;

- operational monitoring of progress;

- forums, chats, video conferences.

The effectiveness of DOs significantly depends on the technologies used. The chosen platform should ensure uninterrupted operation of the system during heavy load, have great functionality and easy administration. At the moment, there are a huge number of control systems (IASECHKO, KHARLAMOV, SKRYPCHUK, FADYEYEVA, GONTARENKO, SVIATNAIA, 2021). We note that the educational platform should include includes the following parameters:

- functionality;

- reliability;

- stability;

- price;

- availability of content development tools;

- SCORM support;

- knowledge testing system;

- the convenience of use;

- modularity;

- providing access;

- 100% multimedia;

- scalability and extensibility;

- prospects for the development of the platform;

- cross-platform LMS;

- quality of technical support;

- presence (absence) of Russian localization of the product.

Currently, the most famous platforms: Moodle, IBM Lotus Learning space, Websoft, Ilias, Eliademi (IASECHKO, SHELUKHIN, MARANOV, 2021). The most optimal Moodle platform, it answers all parameters. At the moment this very demanded platform in the open source LMS market. Currently, the world is rapidly developing Remote education. Many experts see positive aspects in this development. After all, many people around the planet cannot always get a quality education. Now, thanks to the developed Internet technologies, it has become much easier to get an education at the required level. Now, many distance education companies are faced with the task of informing potential consumers about the availability of DL programs, as well as taking a large share in this market. In this work achieved all the goals set in the introduction. As a result, the following main results were obtained:

The definitions of distance education between the authors who have studied this issue have been analyzed. Distance learning is a learning system based on the interaction of the teacher and students with each other at a distance, reflecting all the components inherent in the educational process by specific means of ICT and Internet technologies. This definition was given by (POLAT, 2008). The tools of Internet marketing necessary for the promotion of distance learning programs have been studied:

- search optimization;
- contextual advertising;
- social networks;
- e-mail marketing.

The combination of all four tools will give the necessary result in promotion in the selected territories. The difference in approach to each instrument was also displayed. The strengths and weaknesses of each of them are displayed.

CONCLUSION

Thus, we can conclude that it is necessary to launch advertising campaigns on two search networks - Google and Yandex. Focus on age from 20-34 years old. It is also necessary to add more articles to the site to keep visitors on the site. And it is also important to work with the texts of the services themselves, describe in more detail the content of the program, the regalia of teachers, collect feedback from existing clients, add photos from classes and from the delivery of documents. Taken together, all actions will help to promote the company to a higher level by filling it with interesting content, useful information, and a detailed description.

The insufficient number of modern multimedia classrooms can be solved by changing the class schedule, thus, the classrooms will be filled throughout the day. As a free promotion, you can use one of the Internet marketing tools - search engine optimization. By changing the texts, you can motivate clients for admission. It is also worth noting that a large number of opportunities from the outside gives a chance for effective development. Threats from the outside (decrease in people's income and the development of distance education) can be beaten in such a way as to bring them into opportunities. Distance education just solves the set tasks.

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Theoretical foundations of distance education on the Internet

Fundamentos teóricos da educação a distância na Internet

Fundamentos teóricos de la educación a distancia en Internet

Resumo
Por meio da Literatura Especializada, estudamos as obras de autores modernos sobre o problema da educação a distância. Verificou-se que atualmente existem muitas opiniões sobre a distância e e-educação, mas não há uma definição única aceita; esclareceu a definição de educação a distância no âmbito deste trabalho; foram destacadas as principais ferramentas de marketing na Internet, suas principais características, bem como vantagens e desvantagens; foram analisadas as ferramentas de promoção na Internet.

Palavras-chave: Ensino inovador. Ensino superior. Tecnologia de ensino.

Abstract
Through Specialized Literature, we studied the works of modern authors on the problem distance education. It was found that at present there are many opinions about distance and e-education, but there is no single accepted definition; clarified the definition of distance education in the framework of this work; the main tools of Internet marketing were highlighted, their main characteristics, as well as advantages and disadvantages; the tools of promotion on the Internet have been analyzed.

Keywords: Innovative teaching. Higher education. Teaching technology.

Resumen
A través de la Literatura Especializada, estudiamos las obras de autores modernos sobre el problema de la educación a distancia. Se encontró que en la actualidad existen muchas opiniones sobre la educación a distancia y la e-educación, pero no existe una definición única aceptada; aclaró la definición de educación a distancia en el marco de este trabajo; se destacaron las principales herramientas del marketing en Internet, sus principales características, así como sus ventajas y desventajas; Se han analizado las herramientas de promoción en Internet.

Palabras-clave: Enseñanza innovadora. Educación superior. Enseñanza de la tecnología.