

transnational corporations, unification of the world. Now practically in every European country we can find "fast-food" restaurants etc. All these negatively influence on the national situation of the countries, especially those one, that are developing now.

The increasing abilities for countries that develop.

Except negative issues, globalization brings progressive to the world. In modern society more and more attention are focused on the developing countries. The international organizations try to decide the social problems of those countries, go there with humanitarian missions.

PROBLEMS AND PROSPECTS OF ECOLOGICAL EDUCATION IN THE CONDITIONS OF SOCIETY INFORMATIZATION

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In the situation of narrow-mindedness of natural resources countries, which have the adequate educational systems that provide by necessary knowledges and ability of adaptation in informative society, go out on leading positions, and if necessary - would allow quickly to adjust to new terms of existence. The question is about introduction of ecological constituent in the departmental teaching, which would include the educational and informative programs with the purpose of acquisition of knowledges, skills and desires sufficient for achievement of economy ecologization tasks.

In recent years in Ukraine distinctly there is an ecological crisis, the further deepening of which compels to search new ways of development of economy of country, which took into account its ecological constituent and put her in the row of basic priorities.

Concept "ecological education" absorbed in itself the aggregate of education elements, teaching and enlightenment of all layers of population, the purpose of which is the personality ecological culture increasing. The increase of this culture is achieved mainly due to actively developing information technologies which provide the receipt of ecological information.

But frequently people are not inwardly ready to perception of information which satisfies personal responsibility necessity for the health of nature and does not affect economic interests, that is the brake of the economic growth of country in the process of transition to informative society.

Greater part of the Ukrainian population does not have the clear picture of aims, tasks and maintenance of ecological education. Problem is that the tasks of such education are not quite inscribed in practice of work of the general system of Ukraine. The methods of ecological education are absent, which can really achieve

the ecological culture increase purpose. Teaching experience through collaboration, through priority of moral values remains property of not many socially responsible teachers. Insufficient desire to use the perspective methods of teaching, which were offered by sociologists in the programs, makes teaching ineffective. The vagueness of aims of ecological education in the general system causes the unwillingness of teachers to accumulate experience by the study of new more effective methods, and application of amotivational knowledges is not possible in modern terms.

Taking into account imperfection of education system in our country, the individual people aspiration to promote an ecological culture remains the priority. The most leading role is herein played by information technologies, due to which intellectual capabilities develop, an ecological culture is educated, availability and efficiency of the most ecological education through the informative providing rises (knowledge and information bases). Multimedia, in particular, help to expose individual possibilities, and today hypertext, as teaching mean, already begins to be actively used in an educational process, making contribution to perfection of teaching individualization.

It is necessary to educate sense of responsibility of everybody for what is going on in the world, labouring for clear consciousness of interdependence of man and nature. This enormous important task lies down, foremost, on the education systems and facilities of mass informatization of society.

THE MONITORING AND ACCOUNTING IN THE SYSTEM OF ECOLOGICALLY SUSTAINABLE NATURE MANAGEMENT

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Ecologically sustainable nature management should be based on accounting and a long-term and all-round monitoring of environment. In present Ukraine it does not exist which hinders sensibly the ecological by stability of nature management. Creating database in order to assess the biodiversity and landscape diversity of the country and to support those systems of nature management that defends biological species should become a priority task of such monitoring.

An important step in solving this problem could be the foundation of Ukrainian informational center that would deal with ecologically sustainable economic development and have its subdivisions in regional and local bodies.

The creating such center will make state management in the sphere of nature management more effective. It will be possible due to:

registration, active analysis and accounting of economic necessity to exploit the natural resources of local territories in the qualitative and quantative aspect;