

UDC 536

## **STRUCTURING TEACHING MATERIAL IN THE COURSE OF EDUCATIONAL SERVICES FOR ADULT STUDENTS**

*A. Azyukovsky, PhD in Technical Sciences, Ass. Prof., SHEI «National Mining University»,  
azalexs@mail.ru*

**Research methodology.** The results are obtained using the following methods: questionnaire – to poll the respondents while studying motivation of students of different courses of study at the State HEI “NMU”; mathematical statistics method – in the analysis of the survey findings; structural analysis – in structuring the methodological support of the teaching process.

**Results.** It is shown that while structuring the methodological support of educational processes the heterogeneity of the target audience should be taken into account. This necessitates the structuring of educational material by a variety of classifications.

It is noted that teaching adults should also take into account the following psychological factors of this category of students: taking care of own authority, fear to form an opinion of themselves as about unprofessional person, and also the contradictions between the image of the respectable person and the image of the student.

Special attention is focused on the necessity to aim the educational content depending not only on the form of training, but also on the professional and life experience and age of the students.

**Novelty.** It is proved that mere introduction of modern information and communication technologies, which of course increases the flexibility of the educational process, does not solve the problem of providing the access to a high quality higher education without taking into account the psychological and physiological characteristics of the end-user of educational services. It is pointed out that when training the students of evening courses, the educational process should be organized in such a way that students become co-authors of their own learning process.

**Practical value.** The findings of the research can be used in presenting teaching services for adult students as one of perspectives of educational efficiency increase.

**Keywords:** adult education, information and communication technologies, learning content structuring, financing.

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