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ON THE ROLE OF SCIENCE POPULARIZATION IN THE EXPORT OF EDUCATIONAL SERVICES

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All over the world, the centers of attraction for students are those educational institutions where scientific research is actively conducted. In this regard, an important task for attracting new students is the wide coverage of the scientific achievements of a higher educational institution, which can increase its competitiveness in the export of educational services. To popularize the scientific life of the university, one should take into account the change in the modern information environment and use various platforms, including social networks. At the same time, it is important that the material is presented in an accessible form for perception by a wide audience and arouses interest.

In choosing a university, the scientific directions implemented in it are also important. So, today one of the relevant and promising scientific fields is medical geology – a developing scientific discipline that studies the influence of environmental factors on human health. The need for such studies is dictated by the results of disease mapping, which became possible in the second half of the 20th century thanks to the development of medical statistics and scientists discovered the relationship between the prevalence of diseases and the geological conditions of the area of residence. For example, a decrease in the prevalence of cardiovascular disease in volcanic areas was found, and an increase in the prevalence of type 1 diabetes mellitus was found to be associated with granites areas, etc. [1-3,5].

Over the past decades, research in this area has been especially active abroad [6–9], while, unfortunately, not much in Russia. At the same time, the Republic of Bashkortostan is one of the regions where, since the 2000s, such work has been carried out with close cooperation between physicians and geologists. The scientific background and achievements of the scientists of Bashkortostan increase the attractiveness of the Bashkir Medical University for foreign students who want to gain knowledge in this promising interdisciplinary field.

The authors would like to acquaint readers with some of the results of these studies.

It should be emphasized that the territory of the Republic of Bashkortostan is a unique opportunity for research in the field of medical geology, since there is a wide range of well-studied geological conditions that determine the diversity of the microelement status of the biosphere. The west of the republic is represented by a vast plain, confined to the eastern part of the East European Platform, and in the east is the Southern Urals, which occupies one third of the territory. The population of the republic is about 4 million people, of which 40% live in rural areas, which makes it possible to assess the role of regional geological factors in the health status of residents.

One of the first medical-geological studies in the Republic of Bashkortostan was devoted to the problem of the relationship between goiter and various geological conditions of the area of residence [4]. According to traditional ideas, the mountainous terrain is the most unfavorable in terms of goiter, however, the study revealed a paradoxical result. In the region of the Republic (Burzyansky), located on the territory of the mountainous Urals, the situation with goiter turned out to be the most favorable, which is natural from a geological point of view and is explained by the wide development of carbonate rocks here, which are distinguished by an optimal microelement composition and a favorable effect on the biosphere.

An analysis of the microelement status of the inhabitants in terms of the content of iron, chromium, manganese, copper, cobalt, selenium, nickel and zinc in the hair revealed a clear agreement with the regularities of the distribution of impurity elements in the geological environment. Thus, among the inhabitants of settlements located on carbonate rocks, the level of the studied microelements turned out to be minimal, which corresponds to the information about the low level of impurity elements in these deposits. On the contrary, the inhabitants of the region (Sharansky), located in the platform part of the republic, found an increased level of microelements, which is also consistent with the geological data: the territory of the region in the era of accumulation was a relief depression where impurity elements accumulated. This is connected with the spread of cuprous sandstones here, which in the 18th century were developed as copper ore (the village of Sharan is located on the site of a former copper smelter). From a medical point of view, it was important to identify the association of elevated levels of trace elements with an increase in the incidence of thyroid pathology among residents of this area.

The results of the work showed that the microelement profile of the human body has a zonal character, due to the geological and geomorphological structure of the area. At the same time, the microelement status of the natural environment is one of the factors affecting the state of human health. Based on the results of the study, a methodology for microelement mapping of territories was developed and a map of microelement zoning of the Republic of Bashkortostan was presented [4].

The results obtained are universal in nature and applicable to various territories, in connection with which international cooperation is of particular interest. Interdisciplinary research carried out at the Bashkir State Medical University is in high demand today in the educational field. Popularization of scientific research in the field of medical geology and other scientific areas, in our opinion, is one of the effective mechanisms for increasing the potential of the Bashkir State Medical University in the export of educational services.

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DISADVANTAGES AND ADVANTAGES OF DISTANCE LEARNING

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Annotation. The article discusses the nuances of distance learning at the university, highlights the advantages and disadvantages of using distance technologies, and provides examples of programs and applications.

Keywords: distance learning, distance technologies, advantages of distance learning, disadvantages of distance learning.

Introduction. Over the past year, the issue of introducing distance learning technologies in the learning process has become increasingly relevant. There are many interpretations of the concept of "Distance learning". For example, E. S. Polat, Head of the ISMO RAO Distance Learning Laboratory, says that distance learning is "an organized learning process that involves: active exchange of information between students and teachers", and in the opinion of Tikhonova A. N. distance learning is purposeful training is usually carried out at a distance from the teacher's location.

According to the Ministry of Education and Science, about 80% of Russian universities have switched completely to the remote format of working with students, and from universities subordinate to the Ministry-all 100% (according to the Briefing of the Minister of Science and Higher Education Valery Falkov of 25.03.2020). [1].

Distance learning has a number of advantages:

- accessibility and convenience of using the distance learning system: the ability to receive information at any time of the day, at a comfortable pace, from anywhere in the world.
- efficiency and speed of receiving information: quick access to literature and educational materials that students can find on their own, or with the help of a teacher via telecommunications (email, social networks).
- cost-effective: distance learning is cheaper than full-time and part-time education.
- remote learning allows you to learn while working, without interrupting, and immediately use the acquired knowledge in practice/at work.
- remote technologies are suitable for organizing an individual approach; However, distance learning also has a number of serious drawbacks:
- narrowing of the potential audience, not everyone who wants to study has the opportunity to join the learning process (computer, Internet access).
- insufficient computer training and / or lack of practical knowledge of many potential participants in the process.
- insufficient discussion space and personal interaction
- strong motivation of the trainee is necessary.

According to a 2019 HSE study, university teachers with an academic degree themselves have a low (3.2 points out of 5) assessment of their level of proficiency in remote technologies, and every 4th of them has never used remote video communication services to participate in webinars and video conferences or conduct similar events over the past 3 years. events [2].

There are several approaches to the concept of distance education. The first one, which is quite common today, includes the transmission of information by teachers, and the personal