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THE IMPACT OF GLOBALIZATION AND DIGITALIZATION ON CULTURAL EXCHANGE BETWEEN STUDENTS IN THE EDUCATIONAL PROCESS

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Globalization, the process of global integration and unification in all spheres of our life is still significant among the tendencies of the modern world. Thus, the process of globalization leads to an increase in international communication, including the field of higher education. A lot of international organizations such as the European University Association (EUA), UNESCO, the International Association for the Evaluation of Educational Achievement (IEA) and others are actively involved in the development and formation of national policies in the field of education [3] in order to increase the level of «dialogue of cultures» between students from different countries.

A simultaneous sign and stimulus of globalization is the digitalization of education, which includes the introduction of new technologies in the educational process: the development of transnational education and the emergence of such alternative options for obtaining education as online courses. Also, the introduction of teaching materials implying computer-assisted learning and artificial intelligence technologies as well as the improvement of teachers' skills in the field of digital technologies are under the influence of globalization and digitalization. Thus, these processes can improve the quality of education and make cultural exchange between students easier, creating a global student community, students from different countries have the opportunity to obtain knowledge online and establish communication with each other, sharing knowledge and experience.

The purpose of this article is to study the impact of globalization and digitalization on the cultural exchange between students in the educational process, to study the possibilities of students in the field of "dialogue of cultures". The research was conducted at Tomsk Polytechnic University.

One of the main motivating impulse of the progress of globalization and unification in the sphere of higher education is the process that officially began its work on June 19, 1999 and was called the Bologna process. One of the main goals of this program is to "promote mobility by facilitating the effective implementation of free movement" [1].

The process involves the convergence and harmonization of higher education systems in Europe. Thus, a single European higher education space is being created. Now, the process includes 48 countries. Russia joined this process in September 2003. It was Russia's accession to the Bologna process that served as a new stage in the development of higher education in the country and created the possibility of academic exchanges with universities participating in the program.

To review the opportunities offered by the Bologna process for cultural exchange of students within the educational process, the National research Tomsk Polytechnic University was chosen, since this university was one of the first in the country to start reforming under the Bologna process. The university is also an internationally recognized educational and research center, which is confirmed by world ranking. So TPU occupies the following positions: QS World University Rankings 2020-387th place in the world, QS BRICS University Rankings 2019-39th place among BRICS countries, QS Graduate Employability Rankings 2020-301-500th place in the world, The European University Top 400 Rankings 2020-276th place in Europe.

In TPU, there are huge opportunities for cultural exchange – to get an education not only in the city of Tomsk, but also abroad:

Internships – short-term programs for specific projects abroad in the framework of Erasmus scholarship programs (a non-profit program of the European Union), implemented by the university with universities of Austria, Portugal, Italy, Hungary and Finland [2];

There are also short-term internships, which are thematic winter and summer schools lasting from a week to a month. A student can choose a thematic school depending on the area of study in TPU. Such training formats allow students to improve their level of foreign language proficiency, gain new knowledge, experience and get acquainted with the culture of the place where the summer/winter school is held. In addition, during the period of such training, it is possible to take educational, industrial or pre-graduate training not only in a foreign University, but also at foreign enterprises.

Academic exchange programs involve 90 partner universities from 25 countries (Brazil, Canada; Europe: Portugal, Spain, France, Switzerland, Belgium, Netherlands, Denmark, Germany, Poland, Slovakia, Italy, Austria, Czech Republic, Norway, Finland; Asia: Kazakhstan, China, India, Thailand, Taiwan, Republic of Korea, Japan)

Academic exchange is an educational process in which a student takes courses outside his home university as a part of academic exchange programs. Programs are implemented by partner universities based on bilateral agreements that determine the number of exchange students during the semester, the size of the scholarship, student placement options, and other aspects.

The advantages of studying under academic exchange programs are the following: there is no tuition fees; courses are available in English; the ability to choose a supervisor and an individual curriculum; support when applying for a visa; a certificate of academic performance at the end of the program, etc.

Master's programs of "double diplomas" with foreign universities-partners of TPU:

Petroleum Engineering (Heriot-Watt University, United Kingdom);

High-tech physics in mechanical engineering (technical University of Berlin, Germany);

Electricity production and transportation (Czech technical University in Prague, Czech Republic);

Production systems management (Czech technical University in Prague, Czech Republic);

Manufacturing of products from nanostructured materials (University of Grenoble, Alpes, France);

Participating in such programs, the student becomes an international specialist, and gains the opportunity to find a position in international job market, due to the fact that students get an application for a European diploma (Diploma Supplement). The Diploma Supplement is an official document developed by the European Commission, the Council of Europe and UNESCO, and under the Bologna agreement gives the right to continue education or get a position on the territory of any European state.

According to the official website of Tomsk Polytechnic University, the doors of 150 foreign universities are open to its students. Every year, more than five hundred TPU students are trained in such formats, taking training at leading universities located around the world.

However, these academic mobility programs require a certificate of foreign language proficiency. Students of Tomsk Polytechnic University are able to obtain it by having a test for knowledge of the corresponding foreign language. In addition, the university has a unique language-training course "Language for Mobility» where the student intensively prepares for testing during one semester and significantly raises his level of proficiency in a foreign language (English, German, French, and Chinese).

Digitalization at the university, which is the formation of various online information platforms, plays an important role in the process of globalization and the development of all these opportunities. The basic component of the electronic information and educational environment of TPU is LMS Moodle-a distance learning system that provides the implementation of the educational process. Moodle is focused on collaborative learning technologies-it allows you to organize training in the process of joint solution of educational tasks, to exchange knowledge, which also contributes to the "dialogue of cultures". In addition to LMS Moodle, the information environment of the TPU includes personal profiles of the student and the teacher (the ability for the teacher to keep electronic reports, and for the student to view their progress), online schedules, and other online services.

In addition to educational programs that provide an opportunity for cultural exchange, TPU has an Association of students from different countries united by common interests-the Buddy Building Club (BBC) community, which brings together active and creative people interested in learning foreign languages and cultures of the world's peoples, communicating with foreigners and developing their leadership potential. Thus, the club helps foreign students adapt to the new youth environment [4].

As a part of the study, a sociological survey was conducted among TPU students, which was attended by 30 students of various fields and engineering schools of bachelor's and master's degrees. The purpose of the survey was to identify students' knowledge of the university's opportunities listed in the article, their desire to take advantage of these opportunities, and to assess the effectiveness of the processes of globalization and digitalization occurring within the educational process in TPU.

Thus, according to the ten-point system, the average score for the effectiveness of globalization processes in TPU was 5.4 points, and the average score for the effectiveness of digitalization processes was 6 points. Speaking about the direct impact of these processes on students in education, 80% of respondents feel the impact of globalization in education. To the question, what exactly the impact of globalization is, respondents most often cited such aspects as the European system of education, foreign students in TPU and academic exchanges.

56.7% of respondents feel digitalization. In terms of the impact of digitalization, respondents identified mentioned online training introduced in the TPU in the LMS MOODLE electronic information educational environment, e-courses, and the student's online profile on the TPU website.

Speaking about university opportunities, respondents are most aware of academic exchange programs – 86.7%, however, only 60% know about language training courses "Language for Mobility". During their studies at TPU, respondents would like to take advantage of academic exchange programs and foreign internships.

In addition, the survey revealed that 96.6% of respondents do not know about the existence of the Buddy Building Club community, although 90% of students have foreign friends at the University, which indicates a high level of "dialogue of cultures" at the University.

As a result, after analyzing the opportunities for the "dialogue of cultures" at Tomsk Polytechnic University, it was concluded that all the conditions for the implementation of cultural exchange within the educational process were created for university students, and all the options and opportunities provided by TPU were considered. These opportunities became possible with the development of digital technologies and the process of globalization, which led to the unification of European and Russian higher education.

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