

E-LEARNING ONLINE AND THE ROLE OF SOCIAL COMMUNICATION

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ABSTRACT

The topic of learning is one of the key factors leading to a competitive advantage in the contemporary globalized practice. The paper focuses on the issue of learning supported by ICT with a focus on innovative online teaching practices. Attention is mainly paid to the roles of social communication and social interaction in the process. The importance of the social interaction and communication is demonstrated by e-learning courses experience. A comparison of two different types of online courses based on blended learning, virtual teamwork and lecturing and its implications are presented there.

Key Words: Communication, interaction, virtual teamwork, blended learning, lecturing.