

## INNOVATION CULTURE: AS A SOCIAL PHENOMENON

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### ABSTRACT

The quality of education is determined by various indicators of educational activity of the educational institution, which create conditions for the successful socialization and identification of the individual, his choice of profession. This includes the specialized purpose of the institution, the content of Education, Technology (form and methods), the material and technical base and the composition of the staff, the qualification level of the teachers. This situation is primarily innovative technologies that provide information about the educational process and the possibilities of achieving a new quality of the results obtained. We will dwell on the fact that the systematic use of the form, methods and methods of innovative technologies is a means of developing the culture of innovation of the personality of future specialists, that is, professionals who realize their creative potential. In this regard, we will dwell on the aspects of the interaction and mutual filling of the essence of the concerts" innovation culture "and" innovation technologies".