

## EDUCATION AND KNOWLEDGE SOCIETY

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**Abstract** *We live in the knowledge society where great changes are continually in progress, particularly in the character of work. The working conditions and technological processes are changing and gradating. We are part of the global economy with growing competitive ability and this fact has substantial impact on the labour market.*

*In the nearest future we will not speak about poor and wealthy nations any more but about the nations that are highly or less educated.*

*The knowledge defines three basic sources of wealth: land, workforce and capital and adds up the fourth one: information. Their utilization is of greatest importance speaking of „knowledge society“ it is also necessary to speak about the actual process of education, especially the life-time education which is supported by new technologies.*

*The education is gradually more and more becoming the matter of an individual out of „the school environment“. New educational technologies, for example using the Internet, are the key factors for development of education.*

*Key words . . . Education, knowledge-society, knowledge-workers, information, global market*

### KNOWLEDGE SOCIETY

The contemporary society is marked as the society of chaos, uncertainty, the society of fast changes etc. We are that part of the world, where to the basic economic categories such as land, capital and working power was added another one; information. What's more, information dominates over the other categories more and more. In the knowledge society everyone has to accept the fact of instantly rising importance of information and knowledge. Information and knowledge are becoming prior not only in decision making but also in creating of values.

In this society the usage of knowledge presents more significant advantage than the land property, resources or cheap working power. We are no longer speaking about rich and poor nations-countries, but about more or less educated countries.

Peter Drucker predicted that, "knowledge workers" will be making up one third of working power in USA. And also as he expressed, "....The primary economic source is now created not by the capital neither by natural resources or work. It is now days the knowledge, and it will be the knowledge that will create this basic, primary source. The value is now made up by productivity and by innovations, in both cases by application of working knowledge.....".

The new syndrome arises among well-running and prospective companies- the rapacity tightly connected with the resourcefulness of small companies. These smaller companies are getting rid of those giant well-established ones. The advantage of the smaller companies also lies in their flat organisation structure, the speed of accustoming to the company culture based on "narrowness" to the decision making and to the profit.

The enterprise exists in real time and so must be the managing of the companies. All this that has been true so far in technological processes, is now valued also in company management. The basis are the changes that have inevitably taken place. Those changes must be immediately and necessarily answered by reaction.

Only that structure will be successful that will meet those impulses, and the management that will be capable of running the company in those conditions. Management must act with the exact steps, instant decisions. Those steps present in those days the only real creation of the future [1]-[5].

The opinion of our capability to conduct future is today already unreal. We have to take into our mind that changes have become the everyday common feature, to which we have to respond adequately in real time. It is suitable to take into our mind also the fact that we do not speak about some distant future. This process has already started is already existent and is spreading very fast. It is exactly the global competition that is characteristic of:

- Very hard competition of high-quality products and services
- Very hard price competition
- More market competitors
- Entrance of new competitors into the market
- Diversification of offer (production in a small number as the result of customers' orders)
- Shortening of life durability of the product
- Short delivery time

For the organisation to successfully enter and especially to stay on the global market, following conditions must be respected:

- High productivity
- Low costs

To reach such goals we need to have educated experts.

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## EDUCATION

To be capable of satisfying those conditions of "high productivity" and "low costs", the conditions aiming us to reach our place on the global market, it is necessary to start from the gaining knowledge, in another words to start from the education.

In case we are becoming knowledge society, education must stand in the centre of our attention. At this moment appears the question. "Which type of education?". The fact remains that today's education is marked as whole life education.

Education is no longer possible to run in a traditional way. Education does not end up by reaching the university degree. It must move more into the centre of the individual interest. And more than that, new technologies such as Internet must be employed those days as well. So it is essential to modify a form of education especially in the sense of time and location limitations. This is a great obstacle, speaking mainly about distant type of courses.

New education technologies present basic building stone for the creation of new curriculum.

If we observe the tertiary sphere of education, university education, in the Czech Republic, the lack of its offer to the graduates is striking. Not even mentioning the possibilities of using new technologies. Unfortunately, still prevailing remains the traditional way: lectures in the great hall, practice, again at the university and again oral and written exam which takes place at the same place. Everything depends at the maximum scale on the presence of both: a student and a professor.

The very group which distant form of education addresses are indeed the graduates who are in the process of whole life education. Under the label of distant studies cannot be hidden traditional model of a dominant professor. Here a student also has the course syllabus cumulated weekly into one or two days. The aim should be for a student to decide about the speed of learning according to his actual needs and dispositions. The only proof of education is then the demonstrated knowledge. It shows as the fact of no importance, how a student gained certain knowledge.

Distant form of education has been recently one of the major world wide topics. This is connected with the effort of ministries to find less expensive methods of education.

### READINESS FOR THE EMPLOYMENT OF NEW TECHNOLOGIES IN CZECH REPUBLIC

Estimations from the year 2000 say that on Internet regularly or occasionally were min. 350 mil. people. From that 44% in Northern America, 26% in Europe, in Asia including the Pacific and Australia 25%, in Southern America 4%, the rest of the world 1%. At the beginning of the year 2001 was true for the Czech Republic from 1.0 up to 1.5 mil. users.

As for comparison, in USA at the end of the year 2000 Internet users made about 50% of US population while in EU

it was on the average, concerning each individual member about 21% of population. Evidently above the average stand Scandinavian countries. In The Czech Republic the result makes about 10% of Internet-literate population.

Internet is considered as one of the major stimulus of the development of the society in the 21<sup>st</sup> century. Particular steps can be e.g. seen from the performance- giving a strategic aim of development in coming ten years- irregular summit in Lisbon having taken place in March 2000. The Czech Republic as the country preparing for the entrance into EU responded to this fact by approving part of the documents " State knowledge strategy" literally " state knowledge strategies in Education"(SIPVZ)[6].

The essence of SIPVZ is:

- In year 2001 join the schools and the schools' libraries to the Internet, by the end of year 2003 will have been joined the multimedia classrooms.
- In year 2004 takes place integration of Information and Communication Technologies into educational process. New school-leavers from all types of school should be informatively literal.
- In the year 2005 the appropriate equipment of kindergartens should follow.

From the above mentioned facts is clear that the basic scope of usage of information technologies in education was already given. So now it depends up to certain schools how they will operate in the knowledge society environment and will fulfil the mentioned programme.

## CONCLUSION

Future appears as the world of chaos where can get his way is only the one who can innovate or can quit the automatic ways, the one who will be able of brisk and correct response on unexpected changes, the one who will forget the usual certainty.

Informatization in education and directed informal cooperation between a student and a teacher, present the head presumption for educating of individuals who can stand themselves well on the job market in global economy.

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