

USE OF ELECTRONIC PRESENTATIONS IN TEACHING A FOREIGN LANGUAGE TO ECONOMICS STUDENTS

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Summary. *This article deals with the advantages and expediency of using electronic presentations in teaching a foreign language to economics students. One of the important advantages of using electronic presentations is the possibility of their use in organizing independent work of economics students.*

Key words: *electronic presentation, innovative technologies, professional activity, intercultural communicative competence, professional competence, independent work, foreign language teaching.*

Introduction. It is known that the latest information technologies are increasingly being used in our lives, including professional ones, and have a huge impact on it. This is not surprising, since information technology has a large number of advantages that could not be ignored by foreign language teachers. Higher education teachers are faced with the task of preparing highly qualified specialists who will be able to apply their knowledge as much as possible in their future professional activities. Graduates must learn to combine their professional activities with research activities, independently find the necessary information and skillfully apply it, strive to constantly improve their skills, that is, develop themselves.

Main part. One of the important skills that need to be taught at an institution of higher education is the ability to use a foreign language as a means of getting professional information, which will later be used in professional activities. Therefore, teachers have the task of forming intercultural communicative competence among students. Intercultural communicative competence presupposes that student master the language material and the norms of speech communication, the rules of speech behavior [1]. Therefore, the teacher needs to pay due attention to professional competencies in professionally profiled activities. Students should be maximally involved in communication, which is based on professional topics, which in turn ensures the formation of foreign language professional competence.

In order to fulfill the tasks set, foreign language teachers apply an integrated approach to teaching, combining modern communicative teaching methods with the use of electronic resources. Information and communication technologies have a great number of advantages.

Information and communication technologies significantly increase the motivation of students in the classroom, as well as their cognitive activity. After all, today's student is a young man who literally lives in a virtual world and cannot imagine a single day without modern technologies. Therefore, the use of information technology in the classroom is organic and motivates students to cognitive activity. Also information and communication technologies give an opportunity for both teachers and students to use authentic resources, which help to learn a contemporary version of a foreign language. Authentic materials are authentic articles of a professional orientation, in our case, an economic orientation, as well as audio and video resources that help create an atmosphere of foreign language communication [2]. Thanks to authentic materials, students learn a modern foreign language that is used by native speakers. The Internet resources provide a lot of authentic articles, video materials which our students are interested in and are ready to use in learning a foreign language. So, we can say that the use of authentic resources helps students to form skills of understanding a foreign speech such as listening and speaking, improve writing skills and expand vocabulary.

Among one of the main advantages of using information and communication technologies, we would like to note the possibility of their use in the independent work of students. Since the number of hours for classroom study of a foreign language is reduced at an institution of higher education, the importance of self-preparation of students cannot be underestimated. Accordingly, the time required for the study, perception and assimilation of educational material is also reduced. Therefore, the teacher is faced with the task of properly organizing the individual work of students in the classroom, as well as competently organizing the educational process outside the educational institution in such a way that the educational process contributes to the personal growth of students and the expansion of professional knowledge. When a student works independently, he expands, consolidates and deepens the knowledge that he received in class [3].

In order to effectively organize the independent work of students, the teacher must follow a number of conditions and requirements. Firstly, the teacher must be able to competently combine classroom and independent work. Secondly, the teacher must provide the student with all the educational and methodological materials necessary for the educational process. Thirdly, of course, the teacher must control the progress of the student's independent work. Control can be carried out, for example, in the form of multiple-choice tests [4]. As a result of independent work of students, essays, reports, presentations are considered.

Information and communication technologies allow teachers to use electronic presentations as a means teaching a foreign language. It is also a good form of organizing independent work of students. First of all, in order to prepare a good presentation, it is necessary to determine the goals and various aspects of speech activity which need to be practiced. Then students take time to search for information, process it and study it. Finally, they present the results of their findings to the class. It is a creative process and students enjoy working on presentations because it gives them an opportunity to apply their knowledge and skills that they gained during practical classes. The creation of projects develops communicative competence [5].

The faculty of marketing, management, and entrepreneurship of BNTU is well-equipped with modern information and communication technologies and students can make use of them during classes. Information and communication technologies are widely applied at Business English classes. Students read, listen to a lot of authentic materials. When

studying various business topics students receive a task for independent work to make a presentation on the topic under study. The teacher gives the task to students to find authentic foreign language material with visual/audio accompaniment, process it and prepare a presentation. Students use Microsoft Power Point to prepare presentations. With competent preparation of presentations, such types of speech activities as listening, reading, speaking are developed.

Conclusion. So, we can say that the use of information and communication technologies such as electronic presentations significantly increases the effectiveness of teaching a foreign language, rationally combining classroom and independent activities of students. The skillful use of information and communication technologies makes it possible to learn a foreign language at an individual pace, increasing the independence and responsibility, as well as the cognitive activity of students.

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УДК 378.881.1

IMPORTANCE OF USING MODERN TECHNOLOGIES IN TEACHING FOREIGN LANGUAGES

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Resume. *In this article is emphasized the role of the use of modern technologies in teaching English with the help of information technology is an urgent problem of our time. Various approaches and methods that students can use to improve their knowledge of English, while using modern teaching technologies, are considered. This includes various websites for learning English, computer programs for learning the language, electronic dictionaries, various messengers, educational videos.*

Key words: *modern technologies, education, language skills, effectively, active learning, electronic platforms.*

Introduction. In our time every teacher has to face using modern technologies. Modern technologies allow using absolutely new methods and forms of teaching, which help to approach to each student (or group of students) individually, what is quite important for successful learning process. With the help of efficient using of different resources students can improve their communicative and listening skills, wide their vocabulary and learn smarter, not harder.

Main part. The introduction of information and communication technologies (ICT) in education creates new paradigms of learning. The modern world is constantly evolving, we must remember that the breakthrough of technology is the basis of the educational process. Therefore, education faces the need to create an environment in which the student can effectively develop English language skills, namely speaking, listening and reading skills:

1. Pronunciation and conversation skills:

The ability to pronounce foreign words and phrases correctly is an important starting point for learning the language. The presentation of video clips for the students could give detailed recommendations that show how to properly move the tongue and jaw to produce a certain sound. Speech recognition technology helps students to correctly pronounce common words and phrases, and they receive targeted feedback and evaluation for the correct reproduction of sounds. In addition to individual practice, software solutions can group students into pairs for oral interaction and make communication more productive. In this way, teachers can manage language lessons more effectively and allow students to devote more time for speaking and active learning.

2. Listening skills:

Teachers can search for a wide range of assessment resources for listening to improve their listening skills. Based on what the students have already learned and their interests, they could use a number of available websites and authentic listening material such as TED performances and news broadcasts. Each student can really get individual experience, even if he studies the same topic.

3. Reading ability: