

радыё таксама на французскай мове, праслухоўваць на занятках і дома гістарычныя фільмы (калі сапраўды размаўлялі па-французску), глядзець павучальныя праграмы і рэпартажы (гісторыя, гісторыя мастацтваў, адкрыцці...), фільмы, тэатральныя пастаноўкі.

Ёсць некалькі прычын, па якіх метады вывучэння французскай мовы на YouTube могуць аказацца неэфектыўнымі. Найперш важна адзначыць, што ва ўсіх розныя метады навучання, і тое, што падыходзіць аднаму студэнту, можа не падыходзіць іншаму. Акрамя таго, відэаролікам па вывучэнні французскай мовы на YouTube часта не хапае структуры, што можа абцяжарыць разуменне асноўных паняццяў. У відэа таксама могуць адсутнічаць культурны кантэкст, што можа ўскладніць разуменне французскай мовы ў кантэксце. Аднак ёсць таксама мноства каналаў YouTube, якія прапануюць эфектыўныя і структураваныя метады вывучэння французскай мовы. Напрыклад, канал "Français avec Pierre" прапануе відэаролікі па вывучэнні французскай мовы, структураваныя і арганізаваныя па ўзроўнях. Канал «Вывучайце французскую з Alexa» таксама прапануе відэаролікі па вывучэнні французскай мовы, структураваныя і арганізаваныя па ўзроўнях, а таксама відэаролікі пра французскую культуру. У канчатковым рахунку, важна знайсці метады вывучэння французскай мовы, які падыходзіць менавіта той ці іншай аўдыторыі, паспрабаваць розныя каналы і розныя метады навучання, каб знайсці той, які падыходзіць лепш за ўсё. Але прагляд каналаў YouTube ніколі не дазваляў каму-небудзь авалодаць мовай. Падчас відэа ваш мозг пасіўны і не задзейнічаны на 100 %. У той час як мы складаем метады для навучання замежным мовам, адзін з падыходаў, якому часцей за ўсё аддаюць перавагу метадысты, - гэта навучанне моўным правілам і структурам, характэрным для мовы, праз тэксты. Усе гэтыя тэксты, якія займаюць вялікае месца ў метадах, як правіла, складаюцца такім чынам, каб уключаць правілы і моўныя структуры, на якія яны накіраваны, або ўжываць дакументаў, напісаных на гэтай мове.

Заклучэнне. Выкладанне французскай мовы сёння ва ўніверсітэцкім кантэксце - гэта дзейнасць, якая першапачаткова патрабуе вывучэння сітуацыі выкладання і навучання і разважанняў аб выбары метадалогіі, якая будзе рэалізавана. З іншага боку, мову мы прадстаўляем нашым студэнтам, каб яны спрабавалі засвойваць яе разнастайнай, сфармаванай вусным і пісьмовым маўленнем.

Пытанне метадалогіі выкладання французскай мовы ў гэтым даволі складаным кантэксце кідае выклік нам як выкладчыкам, заклапочаным цяжкасцямі, з якімі сутыкаюцца як выкладчыкі, так і студэнты ў сітуацыях выкладання і навучання французскай мове. Улічваючы складанасць сітуацыі і мэты, якія мы шукаем, мы задалі сабе наступнае пытанне: якую практыку ў аўдыторыі трэба ўкараніць, каб эфектыўна адказаць на выкладанне французскай мовы. Нарэшце, навучанне трэба разглядаць як спосаб паскарэння хуткасці развіцця мовы і павышэнне ўзроўню паспяховасці студэнтаў.

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INNOVATIVE TECHNOLOGIES PERTAINING TO TEACHING PROCESS

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Abstract. This article examines the issue of integrating innovative technologies into the educational process, taking into account such factors as globalization and digitalization. This work reflects both the positive and negative sides of the impact of technology on the learning process and makes a conclusion on what might be done in the future to improve the current situation. The main focus is on students receiving higher economic education.

Key words: process of teaching, educational process, educational sector, advanced technologies, integration of the technologies, economics.

Introduction. Nowadays process of teaching and learning is being rapidly changed. A lot of various factors, both external and internal, has an impact on it. We cannot ignore the fact that globalization with its economic, social and

cultural changes as well as sturdy integration of the Internet and different social media has completely altered the way our lives are organized. Educational sector is not an exception. For over centuries, education has been reflecting the most significant and crucial transformations in our society and, of course, it has had to adjust to them.

Main part. Regarding educational process, since the end of 20th century advanced technologies have been vastly implemented. For instance, nowadays we cannot imagine any class being held without computer supply: information is transmitted onto TV sets and PC displays, audio maintenance is done with the help of speakers, interactive whiteboards commonly replace chalk boards etc. Technologies have very close ties with almost every activity being performed during the class. We may even claim that such an integration was inevitable in terms of society's development and educational sector had no choice but to adapt.

As for advantages, we can definitely say that all that was mentioned above help to link our everyday life and education all together, which is very useful, especially due to the fact that this way learning becomes less academic and more focused on "trivial" things that surround us. Secondly, it definitely accelerates educational process: by abolishing lectures' notes, by giving people who are involved in studying an opportunity to do more and more assignments with the use of different online platforms and websites etc.

Providing some examples, we can speak of economics. Economics is closely connected with such humanitarian studies as Politics, Psychology, Sociology and many others, which means that it vicariously reflects all the changes within our society. Such changes happen all the time, and therefore educating in this field involves constant information and data updates. It is possible via modern technologies and the Internet. Students doing this specialty nowadays are able to receive the latest data, read relevant articles on the given topics, look through various magazines and journals, download educational aids straight from the Internet – they do not need to bother themselves going to the library, signing in the logbooks and spending hours in search of a necessary book or dissertation – modern world has rapidly simplified the process of getting information.

One of the most important aspects of studying economics today is marketing. Marketing is an organizational function and a set of processes for creating, promoting and providing a product or service to customers and managing relationships with them for the benefit of the organization. The modern market is customer-oriented, and therefore attracting customers is a top priority. Large-scale advertising campaigns, targeting, personalized advertisements - all this has become possible only thanks to innovative technologies and the Internet. The culture of advertising and marketing is developing more and more actively, and therefore specialists in this field are increasingly in demand. Speaking about their teaching, it is worth saying that in the 21st century, teachers are provided with the full range of necessary tools when working in the classroom: they can use multimedia resources, refer to current cases in the field of promotion, but most importantly, illustrate theoretical materials with genuine advertising campaigns, which, of course, is a great incentive in obtaining modern education – relevant materials are of utmost importance.

Speaking of disadvantages, it should be noted that although technology allows us to spend less time searching and constantly updating the information we receive, it also has a negative impact on the learning process. First of all, they affect such an aspect of learning as communication. The process of establishing and developing contacts between people implies the involvement of both verbal and non-verbal, the latter, unfortunately, is distorted, or even completely lost when using technology. Of course, attempts are being made in the modern world to improve the quality of communication through technology, and at the moment the non-verbal aspect of communication is being introduced into this type of rapport more actively, but it is not yet possible to replace full-fledged live communication.

Innovative technologies, being an integral part of the life of modern society, can also influence the psychology of our thinking. Undoubtedly, technology helps people to perform fewer and fewer simple, near mechanical tasks, spending time on larger-scale ones that require certain knowledge and skills, but at the same time our brain simply loses the skill of rapid response and the ability to quickly solve the task. By focusing only on big goals, we lose the mobility of our thinking, which, of course, can negatively affect the educational process and our psychology as a whole.

The last negative aspect that is worth noting is, of course, need of Internet connection and other technology supply. When talking about modern world, one way or another, we mean the availability of the necessary equipment, but do not forget that despite the high level of urbanization and the rapid development of technology, there are still educational institutions that are not able to provide students with everything necessary for the full integration of the digital aspect into the learning process which can lead to a number of difficulties during classes being held.

Conclusion. Getting a high-quality education has always been considered the main priority and value in our country. Education does not stand still, but modernizes its achievements, focusing on a personal approach in the process of educational activity. Innovative technologies in education are a kind of mechanism by which new means and methods of the educational system are used, embodied in the real world. Concepts such as "interactive technologies and methods", "innovations", multimedia educational materials" have become an integral part of the educational process in our time. In the classroom, the use of information and communication technology allows the teacher to diversify the didactic material, allows them to achieve one hundred percent attention of the entire audience, regardless of the student's academic performance. On the positive side, it should be noted that technology increases students' motivation for cognitive activity, allows them to receive and consume more relevant and relevant information, and also creates a more comfortable psychological climate for students. Of course, advanced technologies still need to be improved in order to be even more efficient, but nowadays we have a great opportunity to see the whole educational system being altered for the better.

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MULTIMODALITY IN TEACHING ENGLISH

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Abstract. *This article deals with the concept of multimodality in teaching English to students of technical universities. Various methods of using multimodality in the classroom are proposed, and the possibilities of this type of teaching as a means of improving the effectiveness of the educational process are revealed.*

Key words: *multimodality, educational resources, communication, teaching, digital education.*

Introduction. In the modern educational process, multimodal types of material presentation are becoming increasingly common. The widespread use of information and communication technologies and the active introduction of digital educational resources have led to changing the presentation of educational materials: the linear (printed) format has been replaced by a multimodal format, which is due to the combination of different sign systems.

Main part. Multimodality denotes the recipient's ability to perceive information in multiple ways. It is a range of experiences made possible by the sense organs, or a type of sensory information perception system. Since its introduction in foreign linguistics by Kress and Van Leeuwen to describe polycode combinations, the term "multimodality" has found widespread application in various fields, particularly in communication theory and education. To retain and share the necessary information, multimodal communication integrates many ways of assimilation, creation, and interpretation of meaning by the target audience. Since it makes extensive use of network multimedia resources and other digital pedagogical tools, the educational environment is fundamentally multimodal [1]. This progressive transition from monomodality to multimodality was made possible by these tools.

The fact that written and spoken communication are no longer the exclusive means of information transmission justifies the need for multimodal content creation in the context of teaching foreign languages. Different signs, such as verbal and nonverbal, alphabetic and non-alphabetic, as well as signs of various codes, such as font, color, symbols, etc., can be employed in the communication process, which can be oral or written.

Textual information is combined with audio or video in modern digital communication methods, which show the convergence of signals from disparate coding systems [3]. In this regard, the digital learning environment should be built around the amalgamation of various media types, as learners will process and retain information more effectively and permanently when it is accompanied by sound or visuals in addition to traditional educational texts.

The use of contemporary technologies has improved conventional teaching methods. Learning a foreign language, no longer requires a non-digital approach. In order to present material in the best feasible formats and sizes, educators actively use multimedia resources, including interactive films and photos, discussion boards, and online assignments [2]. Technology integration in education that works requires both subject matter content and pedagogical expertise.

These days, text, images, audio, video, and presentations are heavily used in the classroom, reinforcing the expression of learning content. Meanwhile, websites, online courses, and applications on portable devices can be used as learning tools after class, providing excellent support for students' offline learning.

Different educational resources have meaning and significance that are unique to each individual. The values and customs of society also have an impact on students. Motivational variables (e.g., parents' and friends' enthusiasm in certain spheres) also matter. Thus, one of the most challenging parts of choosing content for a class is taking into account personal tastes. The degree to which students comprehend and accept the educational product is a crucial factor to consider.

There are a number of reasons why teaching English with multimodality can be very successful. It first accommodates a variety of learning methods among the students. While some people learn best visually, others learn best audibly or kinesthetically. Teachers may engage all sorts of learners and improve the learning process by combining visuals, audio.