

МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ
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ЯКІСНА МОВНА ОСВІТА
У СУЧАСНОМУ ГЛОБАЛІЗОВАНОМУ СВІТІ:
ТЕНДЕНЦІЇ, ВИКЛИКИ, ПЕРСПЕКТИВИ

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part of the universal culture, as a part of everything that was worked out by mankind before. The twentieth century was a definite basis for the creation of a new system of higher education.

Knowledge of its history will allow a deeper analysis of the processes that occurred during its development and point out the most valuable things that will allow it to continue developing a modern education system in Ukraine.

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ADVANTAGES OF NEW TECHNOLOGIES IN TEACHING FOREIGN LANGUAGES

We all use language – and many of us have strong views about it; we have all been educated – and we all have strong views about that. Yet language is full of puzzles that experience alone cannot solve – and one of the greatest of these is its relationship with the whole educational process.

Nowadays the development of higher education is conformed to the laws of the market economy, which requires the continuous updating of the education content with the latest materials, the introduction of modern

technology education with the high level of informatization in the educational process, the development of higher education in the context of trends in the world educational systems. European integration opens new horizons for graduates of higher education. The developing world in particular which looks to the education of its youth as the pathway to prosperity and development has experienced both benefits and disadvantages in the internationalization of education brought about by modern globalization.

The study of languages breaks down barriers between people and countries by allowing them to appreciate differences in perspectives and opinions that could help them develop diplomatic and business relationships that can lead to peace and profitable business relationships.

The Information and communication technology has made many innovations in the field of teaching and also made a drastic change from the old paradigm of teaching and learning. In the new paradigm of learning, the role of student is more important than teachers. Nowadays there is democratization of knowledge and the role of the teacher is changing to that of facilitator. We need to have interactive teaching and this changing role of education is inevitable with the introduction of multimedia technology.

The main purpose of using multimedia technology in language teaching is to promote students' motivation and learning interest in the English language.

The world of technology continued to grow and today the whole world has become a global village. By the beginning of the 21st millennium educational technology has stretched educational boundaries and created new ones on a daily basis. One of these new and rapidly expanding boundaries is e-learning which is offering tremendous advantage to education. 22 million students are benefiting from the online distance learning industry, which is worth around \$70 billion. The most inspiring aspect of technology is its ability to reach audiences all over the world.

The British newspaper Guardian has published an overview of key trends in educational technologies: online learning, social media, gaming, blogs and videoblogs.

With the rise of iPads, tablets and e-readers like the Kindle, we've come accustomed to a more interactive reading experience, which is a wonderful feature for English learners.

Podcasts are also becoming more popular with English learners, with the ability to listen anytime, anywhere, and English language podcasts are a great way to improve your listening skills.

There are many new apps on the market for speaking with other learners, such as CoffeeStrap and HelloTalk. Credly is a universal way for people to earn and showcase their achievements.

Google Drive is a free online storage cloud that has Google's version of Word, Powerpoint and Excel built into it. It allows students to create documents for free on the go.

Edmodo is a free social learning platform for students, teachers and parents. It looks a little bit like Facebook so it is a familiar format for students to use. But it is very different to Facebook in that it's completely controlled by the teacher and specifically designed for educational purposes.

There are many blogging platforms around but the two that are most popular are Wordpress and Blogger.

The World Wide Web is therefore a virtual library at one's fingertips; it is readily available world of information for the language teacher. E-mail on the Internet allows language learners to communicate with native speakers. In this manner, the Internet facilitates the use of the specific language in an authentic setting. The Internet can also be used to acquire information from language resources for a variety of purposes.

Searching the Web requires logic skills. Once information has been obtained, the results must be reviewed which requires scanning, discarding, and evaluative judgment on part of the learner. The information must be put together to make a complete and coherent whole which entails the synthesis process. Such an endeavor permits students to practice reading skills and strategies. The Internet also promotes literacy for authentic purposes, as stated previously. In addition to being a supplement to reading materials, especially current information, when students are exploring the Net, they are essentially exploring the real world. Such browsing or exploration can also lead to incidental learning as they encounter a variety of information in this way. Communication with native speakers furthers literacy development for authentic purposes, enables language learners to compare student perspectives on an issue, and allows them to practice specific skills such as negotiating, persuading, clarifying meaning, requesting information, and engaging in true-life, authentic discussion. Promotion of literacy also occurs within a social context. The interaction that results from the above situations can lead to

cooperative projects and increased communication between students from all over the world, in turn leading to the development of social skills.

The use of new multimedia technologies and the Internet in learning is seen as a means to improve accessibility, efficiency and quality of learning by facilitating access to information resources and services as well as remote exchanges and collaboration.

Technology provides so many options as making teaching interesting and also making teaching more productive in terms of improvements.

Traditional learning with digital technologies is not a trend but a time requirement. All changes that occur in society are reflected in education. The XXI century is informational; therefore, education should adapt and provide modern inquiries.

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TEXTS OF ECOLOGICAL DISCOURSE: TEACHING TRANSLATION METHODS

The contemporary world is characterized by globalization and technological modernization. The human society develops and makes meaningful strides towards new discoveries and researches. The new disciplines and subjects appear. Philological sciences are burgeoning, that is why one of such disciplines – ecolinguistics – has appeared. A founder of the term “ecology of language” is an American linguist Einar Haugen. In 1970 he proved that there was interaction between psycholinguistics and