

Навчання креативному письму студентів ВНЗ у реальному освітньому процесі реалізується за допомогою спеціальної системи вправ у креативному письмі, в основу якої покладено евристичні прийоми пізнання об'єкта, виявлення його основних ознак та евристичні прийоми перетворення об'єкта і створення нового об'єкта. Розроблена система вправ включає в себе три типи вправ: підготовчі, репродуктивно-продуктивні та продуктивні.

Підготовчі вправи орієнтовані на знайомство студентів з різними евристичними прийомами, у процесі виконання цих вправ студенти вчаться використовувати евристичні прийоми для написання невеликих за обсягом креативних текстів.

Репродуктивно-продуктивні вправи являють собою безліч взаємопов'язаних письмових креативних завдань, сформованих на основі евристичних прийомів, як опора для виконання цих завдань слугує текст.

Продуктивні вправи включають вправи у продукуванні казок, короткого оповідання і віршів з опорою на образотворчу наочність та без опори. Образотворча наочність при цьому виступає як стимул креативної письмової діяльності. Вправи без використання наочності є свого роду проблемні ситуації, сформульовані як теми для написання креативних письмових робіт.

Оволодіння креативним письмом підвищує рівень мовної свідомості і культури студентів, підвищує їх мотивацію, стимулює розвиток основних видів мовленнєвої діяльності, надаючи тим самим позитивний вплив на весь процес навчання іноземній мові у ВНЗ.

O.Yu. Lukash

SIHE "Kryvyi Rih National University"

ENGLISH LANGUAGE TEACHING FOR ENGINEERING STUDENTS

English has become the most relevant language in the world. Teaching English as a foreign language is essential for future engi-

neers' training. Students need English as a means of doing their job efficiently but first of all for being able to communicate.

The development of communication competence is important because of the spread of globalization and the increasing role of English as the language for international communication. English serves as an intermediary means of communication. As far as engineering disciplines are concerned, mechanical engineering in particular, the English language plays the same role as in other similar fields, being the most important language in conveying knowledge and new inventions on the international scale. As English is constantly used in all aspects of mechanical engineering, it is crucial for students to understand and perform well in the language for a variety of reasons, mainly those concerned with their career advancement and scientific development.

The rapidly changing technology demands more and more science oriented engineers. For engineers, English is primarily a library language meaning that they must understand it well enough to gain access to knowledge contained in textbooks and particularly in periodicals and journals in order to extract information and keep abreast with the latest technologies. The second most important part English plays for engineers or engineering students is its position as an international language of conferences, symposia, and seminars, which means that they need to be able to understand specialized spoken language.

Active participation in these meetings, however, also demands an ability to communicate with colleagues, participants, etc. as well as the knowledge of everyday language. The professional requirement to comprehend the written word concerns virtually all engineers. The proportion of engineers who go to study or practice in English-speaking countries is even smaller, so at university level, we concentrate on teaching the skills necessary to speak everyday English combined with more specific English for engineering as well as writing skills.

English for Specific Purposes emphasizes the development of reading skills, promotes the development of students' communication skills, and considers students' needs to be successful in their field. Using the Internet language learners become independent and they develop their creativity and autonomy being motivated to use

and develop skills such as analyzing, synthesizing and evaluating, collating and organizing and interpreting information. The teacher plays the role of a facilitator providing support, monitoring and having an evaluating capacity. The Internet is an invaluable tool in teachers' search for new and interesting ideas.

Students can gain knowledge through a communicative teaching method. For example, an interactive quiz compared to a test provides more motivation. Students acquire language skills when they have opportunities to use the language in interaction with other speakers. The Internet creates a new environment in the era of globalization combining language with technology.

Language and communication skills are essential elements in a modern engineer's training. Consequently, there is a need for a valid and reliable form of assessing professional communication as more and more companies use English; most scientific publications are written in English, the language of the Internet is English, etc.

Ольга Магдюк

Хмельницький національний університет

ENGLISH LANGUAGE TEACHING IN UNIVERSITIES IN COURSE OF SCIENTIFIC AND TECHNOLOGICAL PROGRESS

At the beginning of the XXI century social and cultural development defined consolidation of a complex and contradictory tendency called globalization. One of the important vectors of globalization is education that not only lies up, but is also actively involved in them. The acceleration of globalization in the economy and politics puts forward new requirements for the structure and quality of education. The internationalization of higher education is the objective result of globalization of the modern world and, yet, a significant resource of integration of social and economic life, acceleration and national isolation elimination. Globalization makes universities prepare for the task in terms of the integrated labor markets. Market oriented higher education needs changes of curricula, the reduction of the universal liberal education, strengthening professional and special-