

ABSTRACTS

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CRISIS OF COMPETENCE: SOME ASPECTS OF LANGUAGE EDUCATION IN META-HISTORICAL ENVIRONMENT

To study the issues of building linguistic competence becomes increasingly topical every year due to the growing social, religious, cultural and civilizational conflicts identifying the society's development at meta-historical stage. The demographic and linguistic space of the planet is transformed in response to the socio-economic and environmental disasters: peoples disappear and languages die reaching disaster proportions. At that, the intensive introduction of innovative technologies must be stepped up for building linguistic / foreign linguistic competence. In particular, cognitive linguistics and language education open a promising possibility in the matter of increasing language proficiency. The productive aspect of cognitive-oriented linguistics involves studying the idea of a personality authenticity associated with the frame theory. Investigating the individual's linguistic and cognitive characteristics makes it possible to project a student's cognitive map with the view of improving the process of building foreign linguistic competence. Therefore, while arranging the language education activities one should take into account the characteristics of the individual's mental development. Comprehending the in-depth mind foundations leads to designing and simulating the activities, to mounting communication between teacher and students. Developing the methods and mechanisms for improving language proficiency within the framework of extending a personality's authentic potential requires applying appropriate evaluation methods. The formula determining the level of linguistic competence consists in the following: the productivity index of training activity equals the co-efficient of training material correspondence to the individual's psycholinguistic nature. The effective implementation of cognitive linguistics concept in the language education sector of Ukraine boosts the development of cognitive-oriented education, it enables the development of innovative strategies for building the foreign linguistic communicative competence of students.

Key words: authenticity, foreign linguistic competence, frame, epistemophilia, cognitive map, meta-historical environment.