

VOCATIONAL EDUCATION, TEACHING ENGLISH TO STUDENTS OF ECONOMIC SPECIALTIES

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The article analyzes modern methods of teaching a foreign language for economic specialties, shows the feasibility of using these methods in higher education. The process of teaching English in non-linguistic higher education institutions has certain features that are related to the different initial level of language training of freshmen; the number of hours to study the subject; number of groups; low enthusiasm for learning a foreign language. We emphasize that motivation plays an important role in the educational process, and its formation should be one of the main tasks of the educational process of students of economic specialties. Motivation determines the productivity of educational activities and is an integral part of it. Practice has shown that high-quality training of foreign languages for economic specialties can be carried out through the introduction of modern educational technologies, such as: training, project methodology, technology of consolidation and distance learning, information and communication technologies, training and control work. It is determined that if the content of the subject «foreign language» is focused on the specialty of the free economic zone, the effectiveness of the curriculum can be significantly increased. The study found that the use of interactive learning technology involves seeking help in communication, including cognitive communication and constructivist methods of learning a foreign language. The evidence has shown that the use of innovative English teaching methods and multimedia teaching methods can increase students' motivation to learn foreign languages, provide access to new alternative sources of information, develop independent psychological activities, develop communication skills, intercultural and professional skills. The formation of technical motivation of students of higher educational institutions of economic specialties is one of the main tasks of the educational process, and students should become active participants, not passive objects.

The use of multimedia teaching aids to implement innovative methods of teaching English allows to increase students' motivation to learn foreign languages, obtain new alternative sources of information, develop independent psychological activities, improve creative self-realization, cultivate communication skills, intercultural and professional skills. Therefore, these technologies help to qualitatively diversify courses, enrich them with information and diversify teaching, significantly increase the effectiveness of the professional content of "foreign" subjects in higher education in economic specialties. Methods of teaching foreign languages are constantly updated, so the demand for their study is growing. Since one of the most effective methods is communication, we see the prospect of further studies in its research.

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