Bubblr – ресурс, который позволяет пользователям создавать комиксы или photonovels, используя фотографии и подписывая их. Все истории хранятся в архиве. http://www.capzles.com/?utm_campaign=elearningindustry.com&utm_sourc e=%2F18-free-digital-storytelling-tools-for-teachers-and-students&utm_medium=link

Capzles – сайт, на котором можно создавать свои истории, включая в них фото, видео, блоги, текст и аудио. Более 1000 готовых работ, разбитых на тематики, находятся в открытом доступе.

Таким образом, творческая составляющая формата заданий digital storytelling делает его привлекательным для обучающихся и мотивирует их, развивает коммуникативную и социокультурную компетенции, междисциплинарные навыки обучения.

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Вострикова И.Ю., Стрельникова М.А.
Воронежский государственный университет, Воронеж

**INTEGRATING NEW EDUCATIONAL FORMATS
INTO ESP COMMUNITY**

Foreign language teaching according to modern educational and social requirements is implemented in interactive training to solve different ESP tasks highlighting professional realization and personality development. Forming ESP competences: linguistic, socio-cultural and pragmatic involves getting skills and experience through interactions and activities of the studying period.

The adoption of Russian higher educational institutions to Moodle (Modular Object-Oriented Dynamic Learning Environment) platform provides educators and learners with a secure and integrated system which consolidates language users and encourages them to work and share innovations within one educational environment.

 Moreover, the introduction of The Model Program in Foreign Languages for Non-linguistic Departments in 2009 allowed shifting from traditional teaching/learning techniques to acquisition of necessary communicative skills both online and in the classroom. It changed the very idea of teaching English in higher educational establishments emphasizing teaching foreign languages

for university or college ESP students in four communicative spheres: Everyday, Academic, Socio-cultural and Professional. Recent improvements to the Program in 2016 lay stress on technological advancement and self-study.

Voronezh state university (VSU) welcomed the adjustment to Moodle system which provides both a powerful set of learning tools and collaborative teaching environments. Moodle proves to be flexible and efficient assembly so any member of teachers' community can adapt, extend or modify it for educational projects as well as integrate new resources needed for the course using a full range of creative teaching trends and features.

In order to meet all the program requirements and to supply the students with relevant materials English Chair for Science Departments at Voronezh State University (VSU) created and released resource books and Moodle courses devoted to each communicative sphere. These well-structured resource books and online courses suit the curriculum comprising information for classroom activities and supplementary materials for group, individual and self-assessing work.

For example, Academic Sphere course is introduced on the Moodle platform and in paper form. The structure of the both variants is presented by five units: Education, High Education in Russia and Abroad, My University, Academic and Non-academic activities and Academic Mobility. The discussed issues cover such topics as education in general, differences of educational systems, history and facilities of the alma mater, scientific, vocational and campus activities, opportunities to participate in exchange programs and get further academic experience. The types of exercises in the resource book and in the Moodle course vary as online learning provides students with personalized environment which can foster interaction with teachers while collaboration in the classroom contributes to the development of speaking abilities.

This double format creates effective engagement and interaction between real classroom work, self-study, peer review and knowledge sharing. The shift to online environment helps educators create an effective teaching/learning community using various pedagogical principles to find reliable learning solutions.

In the process of developing teaching materials for ESP courses a number of innovations helping to diversify traditional assignments have been introduced. The endeavor is in advancing the opportunities put forward by new technologies and enlarging the room for experiment of any kind. Firstly, practice of video-interviewing is implemented. The embedment of video shooting into e-learning free platform of Moodle enables users to share genuine video materials and innovative outcomes within educational

environment. Besides, the contribution to the university newspaper "Never Before" published in English in VSU encourages sharing academic and cultural experience. As a result authentic video and written materials are used in compiling texts and developing tasks for the resource book and the Moodle modular construction. Additionally, the adaptation of multiple web materials and the design of relevant assignments for various levels aim at communicative approach in all reading, listening, speaking and writing tasks making foreign language skills the essential ability of contemporary students. This provides tremendous change in the very approach to co-studying within the education system.

Taking into account new trends within Model Program, VSU English Chair for Science Departments approved presentation as a form of final exam. Presentation should be based on one of the topics within Professional Sphere. Professional sphere resource books for different ESP fields provide students with instructions to acquire and practice presentation skills. Also, students are offered either to present in class or to put their trial video performance onto the Moodle in order to deal with nervousness, understand weak points, revise typical mistakes and undergo peer assessment.

The constant search for new formats within traditional techniques and updating the Moodle virtual environment assist educators in focusing on content interaction and collaboration where learners can contribute to the educational experience. This pedagogical principle emphasizes a flexible environment for learning communities.

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