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## EFFECTIVE MASTERING OF PROFESSIONALLY ORIENTED FOREIGN LANGUAGE ON THE BASIS OF DEVELOPING DIDACTIC MATERIALS

For the effective mastering of professionally oriented foreign language by students in institutions of higher technical education, we offer the development of didactic materials taking into account the principles of individualization, differentiation and interactivity of foreign language teaching. The successful solution to a problem of developing business communication skills in a foreign language also requires the implementation of personalityoriented approach, organization of modular training, production of individual educational trajectories, one of the results of which is the development of didactic materials of professional orientation. This is aimed at organizing the independent work of students in such a way as to ensure the formation of foreign language competence, self-development of future professionals, the formation of their professional culture.

The specificity of learning foreign languages is determined by the following features: the duration of the process, increased complexity of language and mental activity, the need for regular exercise, complete interdependence of all stages of learning, the unconditional need for independent learning [2].

The best way to increase the effectiveness of higher education, according to L. Morskaya, is "creating conditions in which the student can take an active position and fully express himself as a subject of educational activity, that is creating positive conditions for predicting further study, engaging students at the level not only of intellectual, but also of personality and social activity" [3, p. 81].

It is necessary to emphasize students' attention to the fact that most textbooks on foreign languages are focused on students with average abilities. This shortcoming can be compensated by the methods, techniques and technologies of teaching, which would provide an opportunity for oral practice for each student [4]. We consider it expedient to recommend future technical specialists to select such methodological materials and techniques that would provide the possibility of individualization and differentiation of education, taking into account the capabilities of each student.

In our opinion, students need to be given the theoretical foundations of a personality-oriented approach when learning foreign languages. And during the language practice it is necessary to focus the attention of future professionals on the development of methodological exercises in the study of foreign languages with the help of personality-oriented technologies. The basis of this should be the process of developing didactic materials by students, taking into account the principles of individualization and differentiation of foreign language teaching.

It should be noted that as a result of creating such a condition as the development of didactic materials taking into account the principles of individualization, differentiation and interactivity of foreign language learning, students develop certain substructures of personality:

- intellectual substructure of personality;
- cognitive;
- communicative;
- spiritual;
- strong-willed;
- pragmatist [1].

We can say that the effectiveness of independent student activities for the production of didactic materials for the implementation of personalityoriented learning technologies depends not only on the organizational qualities of the teacher, but also on the success of helping students to understand their own educational problems, designing individual and group independent activities; assistance in the consistent implementation of the planned stages of work, including evaluation and self-evaluation of current results, adjustment of activities, support for academic success. Independent activity of students, organized on the basis of personality-oriented approach, leads to the disclosure of personal potential of each student, who is in the position of an active and independent subject of the educational process.

One of the effective areas in the field of foreign language learning is a system of learning based on information (including distance ones) technologies [5]. By combining sound, graphic, animation and text effects, it is possible to simulate successfully the effect of immersion in an active language environment, implementing modern linguistic, technological, methodological and pedagogical technologies. In addition, all aspects of language were studied in business foreign language in such programs: phonetic, grammatical, lexical and communicative, which allowed future professionals in the technical university to master language material better and faster, acquiring professionally oriented speech skills.

Thus, the development of didactic materials taking into account the principles of individualization, differentiation and interactivity of learning is a condition for effective learning of professionally oriented foreign language by future engineers both in the educational process and in future professional activities.

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