

## **ELECTRONIC PRESENTATIONS AND INTERNET RESOURCES IN TEACHING BUSINESS ENGLISH**

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This article deals with the effectiveness and feasibility of using innovative and communicative technologies, such as electronic presentations and Internet resources in teaching business English to economics students. One of the important advantages of innovative technologies is the possibility of using them in organizing independent work of economics students.

**Key words:** innovative and communicative technologies; teaching business foreign language; economics student; professional activity; Internet resources; computer presentation; modern specialist; authentic materials.

## **ЭЛЕКТРОННЫЕ ПРЕЗЕНТАЦИИ И ИНТЕРНЕТ-РЕСУРСЫ В ПРЕПОДАВАНИИ ДЕЛОВОГО АНГЛИЙСКОГО ЯЗЫКА**

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В данной статье рассматривается эффективность и целесообразность использования инновационно-коммуникативных технологий, таких как электронные презентации и интернет-ресурсы, в преподавании делового английского языка студентам-экономистам. Одним из важных преимуществ инновационных технологий является возможность их использования при организации самостоятельной работы студентов-экономистов.

**Ключевые слова:** инновационно-коммуникативные технологии; обучение деловому иностранному языку; студент-экономист; профессиональная деятельность; Интернет-ресурсы; компьютерная презентация; современный специалист; аутентичные материалы.

At an institution of higher education, students majoring in economics, in particular at the faculty of marketing, management, entrepreneurship must learn to use a foreign language as a means of obtaining professional information. In the future, graduates will be able to apply the knowledge they have acquired in their professional activities. The main goal of teachers at an institution of higher education is to provide future specialists with profound knowledge of economics and a foreign language [1, p.29].

But it is not enough for graduates to have good knowledge of their specialty; they must also learn to apply the knowledge they have acquired in their professional activities. Thus, graduates of economic specialties will have to conduct business negotiations with potential business contacts, communicate by phone, or participate in video conferences with foreign partners. Therefore, a modern specialist must be fluent in at least one foreign language so as not to experience difficulties in communicating with foreign clients and partners.

Trying to keep up with the demands of modern society, teachers of our educational institution actively use information and communication technologies in the educational process. These can be both traditional, for example, case technologies, and modern innovative technologies.

Modern computer technologies provide a wide range of opportunities for learning and teaching a foreign language. New educational technologies have emerged on the basis of various computer products and technical innovations. These are information and communication technologies that provide many advantages and opportunities for organizing independent educational activities of students [2, p.162]. One of the biggest advantages is that these technologies provide access to authentic resources that can be used both in the classroom and outside it.

They help the teacher to organize the independent work of students efficiently and effectively. It is very important that students have the opportunity to study a modern foreign language using new information technologies and have access to a large number of articles on the specialty in a foreign language, videos and podcasts.

One of the most popular teaching methods is electronic presentations. Their use allows for an individual approach and increases the effectiveness of independent learning activities of students [3, p. 91]. The use of electronic presentations helps the student to obtain additional information on the specialty in a foreign language, to expand their knowledge of the subject being studied.

Students of the faculty of marketing, management, entrepreneurship study such disciplines as a business course in a foreign language, business administration in a foreign language, and the basics of marketing in a foreign language. In the process of studying these disciplines, students study various economic topics through a foreign language, such as, for example, "Employment", "Sales", and "Travel", etc.

Upon completion of studying the topic, students are given the task of preparing a presentation on a given topic as a reflection. In order for a student to prepare a good presentation, the teacher must set a goal and determine which aspects will be practiced. One of the important goals of independent learning activities of students is to develop the ability to find authentic materials in a foreign language on a specific topic, the ability to extract the

necessary information from the material and correctly present it to the audience. In order to make a presentation, students use various computer programs such as Microsoft Power Point Presentations, Canvas. Students work on creating presentations with great interest and motivation.

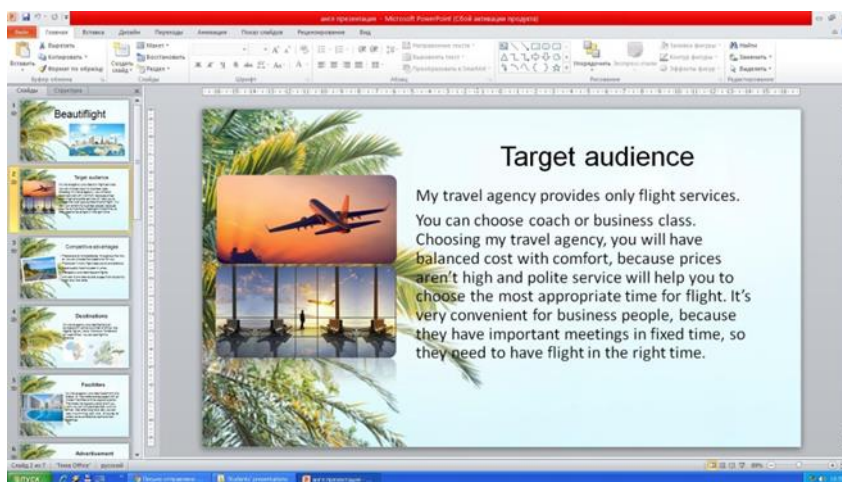


Fig. 1. An example of students' presentations on the topic "Travel"

In Business English classes we actively use the Internet resources, such as videos, podcasts, etc. The technical equipment at the faculty of marketing, management, entrepreneurship allows using modern technical means to watch thematic videos on various economic topics. For example, first-year economics students are offered to watch and study a video-podcast on the topic "Introduction" on you tube channel "English with Lucy", which provides vocabulary needed to introduce yourself and your company from a native speaker.

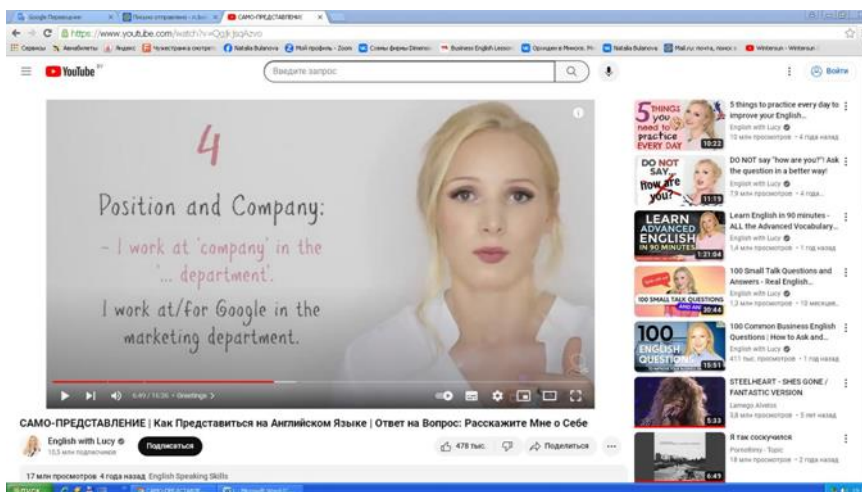


Fig. 2. Podcast on the topic "Introduction" on you tube channel "English with Lucy"

These videos are developed and recorded by native speakers, which helps students immerse themselves in the atmosphere of foreign-language

communication and gain access to authentic materials thus mastering vocabulary and listening skills.

So, we can conclude that the use of innovative communication technologies improves the quality and effectiveness of the educational process, helps to increase students' cognitive activity by means of a foreign language.

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