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family has its own family relics, which are passed down from generation to generation. It is necessary to arrange holidays with their main rituals, ceremonies as methods of transmitting traditions. Do not forget our ancestors who help us preserve and transmit the memory of traditional culture and customs.

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### BASIC FORMS AND TECHNIQUES OF ENHANCING THE COMMUNICATIVE COMPETENCE OF FUTURE PHYSICIANS

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#### **Abstract**

*The article outlines the major problems encountered during the preparation for practical training in the discipline „Ukrainian Language for Professional Purposes”. It also defines new methodical and methodological approaches to the process of speech competence of future doctor, analyzes the necessary principles of activation and mobilization of creative potential of future specialists, and proves the importance of the introduction of advanced internet technologies in the learning process to diversify the traditional forms of teaching Ukrainian language for professional purposes.*

**Keywords:** *methodical and methodological approaches, language competence, Ukrainian language for professional purposes, innovative online educational technology.*

The primary task of the modern high school is to create the appropriate conditions for the training of professional, language-competent, innovative-oriented professionals who would be able to ensure the accelerated development of their industry with a high export potential in the long run. That is why modern educational reforms aim at introducing and disseminating new ideas, tools, pedagogical technologies in educational practice, which increase the indicators of the achievements of structural components of education, and also the transition of the system to a qualitatively new state.

An important component of the study of the "Ukrainian language for professional orientation" in the conditions of the credit-modular system of training is the formation of speech and creative abilities, the development of research work, the differentiation and individualization of educational material, which will contribute to a deep reflection and consolidation of theoretical knowledge. The humanitarian component of the discipline is maximal activation of students' intellectual activity, comprehension of program material, expansion of general education, linguistic outlook, professional self-improvement of future physicians.

Currently, in the modern educational space, scientific and pedagogical activity requires the search for new methodological and methodological approaches in

the process of forming the competence of the future physician - a highly educated and highly intellectual specialist in the medical sector.

Considering the considerable amount of scientific information that students have to learn, and the number of hours allocated for mastering the discipline "Ukrainian language for professional orientation", the question arises about the intensification, modernization and optimization of the educational process. For the successful intensification of the educational process, it is necessary to implement scientifically based methods of managing cognitive activity that mobilize the creative potential of the individual. The increase in the pace of learning is achieved through the improvement of the content of teaching material and teaching methods [3, 152], including the introduction of innovative science and teaching and pedagogical computer and Internet technologies.

In our opinion, the improvement of the content of the educational material on the discipline "Ukrainian language in a professional direction", which will promote the effectiveness of the formation of professional broadcasting of medical students, implies:

- rational selection of linguistic material with a clear separation in it of the main base part and additional, secondary information;

- clear professionalization of the proposed linguistic material;
- temporal redistribution of educational material with the tendency of presenting new information at the beginning of the lesson when students' perception is more active;
- rational dosing of educational material for multi-level processing of new information, taking into account the fact that the process of knowledge is developing not according to the linear but on the spin-principle;
- ensuring the logical continuity of new and already acquired information, the active use of new material for repetition and more profound learning of the learned;
- motivation for active creative learning;
- formation of critical professional thinking.

The mobilization of the creative potential of the personality of the future specialist is provided by introducing the following elements in the preparation for a practical lesson: cognitive activity (pair and group work, role and business games); the development of the corresponding skills of teachers in organizing the collective educational activity of students; the use of various elements of problem learning; improvement of pedagogical communication skills that mobilize students' creative thinking; individualization of studying in a student group taking into account personal characteristics during the development of individual tasks and the choice of forms of communication; the aspiration for the effectiveness of learning; knowledge and use of new scientific data in the field of pedagogy, psychology, sociology, and mythology; application of modern innovative computer and Internet technologies.

The achievement of positive results in the training of highly skilled professionals contributes to the use of active learning methods that allow students to form knowledge, skills and skills of students by involving them in active educational and cognitive activities. In particular, the success of learning is directly related to the content of personal attitude to him. Awareness by future specialists of the necessity of forming certain skills, motivation of the educational process is the basis for effective development of knowledge, skills and practical experience of students. Motivation, interest, the need for cognition are considered necessary conditions for educational activities. The formation of the skills and skills necessary for future professional activities, including professional broadcasting, is mainly due to the involvement of students in educational activities, which changes their main target orientations, the general orientation of the individual. Of great importance in this case is not the activity itself, but a new awareness of the tasks and goals set before the future specialist.

In this context, modern pedagogical teaching technologies, in particular, Internet technologies, which accumulate modern innovations in the field of computer information technologies, are gaining momentum for modern students in the on-learning process. After all, their development gives grounds to assert that there is an opportunity to create an interactive learning linguistic environment (even a virtual linguistic environment) [1, 268]. In-activity in the modern sense is a kind of pedagogical method aimed at the bilateral interaction

between the teacher and the student, the result of which is the student's activity, creativity and rethinking of the received knowledge, an independent choice of ways to master the educational material.

In this connection, the newest interactive Internet technologies, which help to diversify traditional forms of teaching the Ukrainian language, first of all, independent work of students in extra-curricular time, are actively involved in the educational process.

In particular, the relatively new and sufficiently effective distance learning system "MOODLE", which works as a means of obtaining the necessary information for students, a learning tool, a means of communication (in particular, in the situation of a "teacher-student"), is a means of checking knowledge, skills and abilities. The advantages of distance learning are flexibility, modularity, combination with other types of activities, mass, profitability, sociality, internationality [4, 91]. Such technology can be applied in the case of full-time and part-time study. It makes it possible to organize continuous communication and monitoring, helps to systematize the acquired knowledge, add creativity to the study, and the teacher-supervisor helps to control the training of students for employment.

Of great importance in the learning process is the use of such multimedia tools as electronic textbooks, dictionaries, encyclopedias, video and audio materials; Internet resources, multimedia boards. First of all, the use of such technologies improves the quality of the presentation of the educational material and the effectiveness of its learning, enriches the content of the educational process, increases the motivation to study the Ukrainian language. The effectiveness of presentation or video information in learning the language is based on the treatment of visual images. These technologies are effective for the perception of new material, because the visual image activates memory and imagination.

Another method of activating the class is the use of the design methodology. It allows you to increase the activity of students, forms the ability to independently choose different solutions, to think creatively, to draw conclusions and to make a statement before the audience. In order to create a project on any topic, the student thoroughly studies the problem, clarifies the purpose and purpose, structure of the presentation, collects information; creative work out the material, using methods of observation, analysis, synthesis, generalization; aesthetically designs and picks up the necessary video or audio design, presenting the project to its colleagues. This teaching style is quite effective, and practice shows that the task that is perceived as an additional work as an additional work gives the best results and emotional satisfaction. Students should propose topics for projects not only linguistic, but also general cultural, natural, historical areas. This type of work expands their horizons, and adds to the study of history, culture, traditions of their people.

Close to the design method is the method of creative learning, which develops aesthetic-no thinking, accumulates and improves heuristic innovations. The student creatively approaches any scientific problem, learns to generalize, prove his correctness, establish

causal relationships between the concepts under investigation, and analyze the results obtained.

Among the most promising didactic learning tools that provide the formation of a wide range of competencies, distinguish a case-method that serves as the main element of case-case technology. It involves analyzing and solving real problem situations that the teacher usually creates, and the way of solving it occurs when the teacher and students collaborate. According to scientists, the higher degree of problem-characterizes such a situation when the student:

- a) forms the problem itself;
- b) he finds a way to solve it;
- c) solves it;
- d) he / she controls the correctness of this decision.

The effectiveness of case-case technology is that:

- its application replaces the passive type of learning, in which the student is assigned the role of the listener, active learning, where the student becomes an active generator of creative knowledge and constructive solutions;

- this technology creates conditions for the transformation of knowledge from ordinary information obtained through mechanical learning into the personal experience of students;

- with the help of a case-stud is formed the ability to organize activities and choose forms of achievement of results, maximizing the use of desires and abilities.

Another modern pedagogical technology is the technology of developing critical thinking. It is a system aimed at forming an analytical thinking in the

learner. The purpose of the technology is to teach such perception of the educational material in which the information received by the student can be understood, perceived, compared with personal pre-consciousness and on its basis to formulate its own critical judgment.

Conclusions Consequently, the outlines of ways to optimize the educational process during the study of the discipline "Ukrainian language by professional orientation" at a higher medical school will contribute to the positive attitude of students towards studying this subject, the better acquisition of knowledge, which will ultimately increase their level of professional speech and language culture in general.

Further studies of the forms and methods of teaching the Ukrainian language in a professional direction at higher medical schools will increase the communicative competence of future medical professionals.

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### READING AUTHENTIC LITERARY TEXTS IN LANGUAGE CLASSROOM WHILE TEACHING FOREIGN LANGUAGE AT SCHOOL

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### ЧТЕНИЕ АУТЕНТИЧНЫХ ЛИТЕРАТУРНЫХ ТЕКСТОВ ПРИ ОБУЧЕНИИ ИНОСТРАННОМУ ЯЗЫКУ В ШКОЛЕ

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#### Abstract

*This paper focuses on the advantages of using authentic literary works for language teaching. Authentic materials, literary works are rich in content, language use, idiom, vocabulary, and stylistic variety and contribute to the development of intercultural communicative competence. The implementation of authentic literary texts in language classroom helps to develop student's language knowledge and cultural awareness.*

#### Аннотация

*Статья посвящена исследованию преимуществ использования аутентичных литературных произведений в процессе обучения иностранному языку. Аутентичные материалы и, особенно, литературные произведения, отличаются богатством содержания, вариативностью языка, насыщенностью фигурами речи, стилистическим разнообразием. Использование аутентичных*