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MODERN INNOVATIVE EDUCATIONAL TECHNOLOGIES IN THE TEACHING OF FOREIGN LANGUAGE AND MULTICULTURAL COMMUNICATION

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Due to the rapid and radical changes that are taking place in modern Ukrainian society, the higher education system in Ukraine faces the need to update the content and methods of using innovative technologies in foreign language teaching. After all, they are suitable for the needs of future generations, and any approach and style of presentation of information are affected by modernization with the emergence of new opportunities.

The emergence of Ukraine in the world and European space creates a need for fundamental changes in the field of education, especially as regards the teaching of foreign languages in higher education.

Strelchuk LI believes that the basis of mass computerization of education is undoubtedly due to the fact that a modern computer is an effective means of optimizing the conditions of intellectual work in general, in any way. After all, innovative technologies of today are professional-oriented learning of a foreign language, project work, use of information and telecommunication novelties, work with educational computer programs in foreign languages, distance learning technologies, creation of presentations, use of Internet resources, teaching of English language. environment (blogs, forums, email).

Modern information technology is a productive tool that promotes knowledge assimilation, develops interactive, communicatively directed learning. It is the interactive method of work, with the help of multimedia 4 tools, that allows you to best adjust the pace and complexity of tasks, helps to improve the learning of grammatical material and increase vocabulary.

The technical advantages of this method include the use of interactive audio and video for oral learning. Using the language, communication, photos, diagrams and drawings, the principle of visualization is embodied. The introduction of various multimedia innovations extends the boundaries of interactive communication, which today plays a leading role in the educational process.

Thanks to these technologies, the teacher is able to present information in a significantly new way. Multimedia tools allow you to create interesting and diverse tasks in a playful way. This allows even slackers to be involved, as these technologies are new and exciting for students. Innovative methods also push the project to work independently and present to a wider audience. Ternopil researcher Cherednichenko GA claims that the use of multimedia and computer networks shortens the learning time by almost three times and that the memory level increases by 30-40 percent due to the simultaneous use of images, text, sound.

It should also be remembered that when learning a foreign language, students have a number of problems, of which low motivation to learn the language is a priority. It is in such cases that modern interactive technologies are most relevant to the application because they create the conditions when the student understands their intellectual abilities. Effective collaboration and communication is the basis of such learning, which aims to solve problems together, to acquire monologue skills, to be responsible, to think critically and to achieve compelling results.

Today, there is a growing trend in Ukraine in the number of studies that are closely linked to the use of information and communication technologies in the educational process of higher education. O. Bondarenko, V. Bykov, V. Zabolotny, O. Mishchenko, O. Pinchuk, G. Baranova, Y. Bulakhov contribute to the active introduction of information technologies into the educational process of today.

Thus, we can conclude that the involvement of modern technologies, which are based on a creative approach, in the process of learning a foreign language significantly expands and diversifies the program of higher education, provides access to a variety of materials, extends the students' motivation to study, helps in new ways potential and contributes to the dynamic development and self-improvement of the educational and communicative process.