

INNOVATIVE TECHNIQUES AND METHODS IN TEACHING ENGLISH AT UNIVERSITIES

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At the beginning of the twenty-first century, Ukraine is going through a difficult period of transformation and radical changes in education.

Our country desperately needs skilled professionals, who are able to establish international business contacts and business cooperation with foreigner partners. The greatest responsibility for the preparation of highly qualified specialists falls on Universities.

Teachers should know the latest methods of teaching foreign languages, special training techniques and methods to optimally pick up one or another method of teaching according to knowledge, needs, opportunities and interests of students.

Today, in the technological century, the primary role is given to the use of information technology. One of the conditions for successful learning of a foreign language is dedicated to the use of a personal computer and related innovative programs.

That's why, the language teacher should, in addition to proper professional training, know all the aspects of modern communicative methods and use new technologies at all stages of education, because it's a requirement of our time [3, с. 79]. Combining the quality of information from traditional methods with active learning and the use of videos during lectures holds promise as a progressive model that will suit a wide range of learning abilities and will hold the attention of students.

And, thanks to the wealth of material available on the Internet, students can do significant research at computer screen rather than having to go to a library.

When considering the issue of using computers in teaching process of foreign languages can be highlighted the following positive aspects of its implementation:

1) motivates learning, following to some researches perhaps even more than the audio and video materials, which are attached to the workbooks;

- 2) allows the teacher to provide individual approach to each student;
- 3) provides a modern material that meets the interests and needs of students;
- 4) offers authentic and relevant material;
- 5) provides students round-the-clock access to learning material;
- 6) doesn't require physical presence on lectures for studying;
- 7) students can communicate online with native speakers;

So, as we can sum up any innovative teaching and learning method is not a quick fix or universal remedy. It cannot replace a traditional teaching methodology in education but rather supports it.

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