

learners can have a wish to continue the conversation on a given topic. The tasks of this kind can be created by using the interactive possibilities. For example, the teachers of our department often use ICT on the English language courses for the teaching staff of the University, on the English language courses for the students of our University. The results of this work will not keep you waiting. The results have been risen in short period of time: the students could speak fluently, listen to the native speakers and understand the information in details. They have been interested and involved in the lesson. The programs for self-control influence on students motivation of the aim- to achieve a success and best results. Also, the colorful presentations keeps the attention of the listeners to know something new and interesting.

So, modern communication-oriented training approach of using ICT is widely used at the National University of Pharmacy and it really prepares students for the use of the English language in real life, every-day situations. Teachers should plan their lessons using more communication situations and, of course, ICT. The communicative approach in studying English is often based on the emphasizing that the successful mastering a foreign language demands not only the knowledge of grammar, vocabulary, pronunciation, but also to have an idea as their use. The positive aspect of this type of educational activity is the fact that in this work may actively involve all students, regardless of their level of proficiency for each role there. ICT help students to master any level free and easily with pleasure.

Kolyada I. V., Zhurkina S.V.

THE COMMUNICATIVE APPROACH IN TEACHING FOREIGN LANGUAGES

Current requirements for training a qualified specialist primarily require him to be a member of Intercultural Communication and have the necessary communicative abilities in the areas of professional and situational communication in speech and writing, skills practice foreign language in various types of speech activity in the amount of topics that are due to professional needs; and be able to master the latest

professional information through some foreign sources. This increases the demand for qualified graduates (professionals) who are fluent in a foreign language, including the language of international communication, and hence the need to study the course "Foreign Language".

Nowadays many teachers are mulling over what approach in learning a foreign language is the best one. It is essential to highlight the communicative approach because its main idea is the study of speech in terms of communication. The communicative approach is very effective because it requires further study and development.

Basically, the communicative approach is a set of techniques designed to teach effective communication in the language environment. One of its main methods is imitation of real life situations designed to encourage students to speak their minds. It is very essential that the speaking topics are related to daily life situations.

Unlike classical methods, the basis of which is repetition and memorization, in classes held with the help of communicative methodology the teaching depends on the students themselves i.e. their responses, reactions, etc. In practice, this greatly contributes to the atmosphere of collective dialogue, organized on the basis of communicative situations. Of course, most of the studies cover speaking, reading, listening and writing. Teachers mostly direct the course of studying.

The current situation in the country shows that there is a demand for highly skilled professionals who are fluent in a foreign language and its need increases every year. The most effective in teaching foreign language is communicative approach, because it contributes to their communicative competence as a professional, affects the worldview, value system, the ability to think.

Коляда І.В.

ЕВФЕМІЗМИ У МОВІ ПОЛІТИЧНОГО ДИСКУРСУ

Сутність політики як засобу здобуття та утримання влади елітою у боротьбі з політичними суперниками, відображається у мові явно або приховано. Відомі ситуації свідомого формування певних властивостей мови з метою її подальшого впливу на масову та індивідуальну свідомість і поведінку.