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**PRESENTATION METHOD AS A WAY OF MOTIVATION TO STUDY
A FOREIGN LANGUAGE BY FRESHMEN**

The article is devoted to consideration of the presentation method as a factor influencing the motivation of the first-year applicants for higher education (freshmen) to learn a foreign language more effectively. Nowadays, we have to point out that the digital transformation in all spheres of life and the global pandemic have already made us not only study and learn from or at home, but also look for such approaches and methods that would become the key in the development of motivation, because it is an indisputable factor in achieving a successful result. We would like to emphasize the essential role of the modern IT approaches in learning foreign languages and their impact on language learning in the context of distance learning. Emphasis is placed on the use of the presentation method in foreign language lessons as a motivational mechanism for the freshmen who are making the transition from school to professionally oriented studies at a higher educational establishments. The concept of "presentation" can be defined as a demonstration result, which is preceded by the student's information-search work. In the conditions of globalization and continuous integration of Ukraine into the world community, the foreign language communication skills have become extremely important. The quality of training of a future specialist in a higher educational establishment is related to mastering a foreign language at the appropriate level. This makes such a specialist competitive in the labor market and at times increases the chances of success in professional activity.

Analysis of some recent research and publications has shown that a significant number of scientists paid attention the problem of motivation in learning a foreign language. We cannot but agree that during the last three years, technologies have become an integral part of the educational process. Therefore a huge number of different applications and programs not only help to learn the language, but also makes this process fascinating, which increases interest to learning, promotes the development of creative abilities, and it makes the learning environment more informative and cognitive. Turning to the use of information technology as part of individual, independent work during language learning is strategically important, as it can be used at subsequent levels of language learning.

In order to achieve the main goal of higher professional education, the training of a competent specialist, it is necessary to observe certain conditions in the organization of the training process. With this approach, a foreign language becomes one of the means of studying a specialty.

The method of presentation in foreign language classes is one of those that gives us the opportunity to achieve the aim, because it is able to ensure the integrative nature of both the foreign language and the future profession. In order to make this search work to be carried out effectively and presented at the appropriate level, freshmen are offered to study the topic "Presentation. Types of Presentations", which we consider a prerequisite for a successful presentation of an independently chosen topic. The text material is selected in such a way that applicants for higher education can not only familiarize themselves with the concept of presentation and its types, but also use tips that are useful and informative. In order to make applicants for higher education to feel more confident, we provide them with a list of necessary phrases and sentences that may come in handy for their future speeches.

We consider the use of a presentation to present individual work to be completely justified, because the number of hours allocated to independent work allows freshmen to delve into the information space, to understand for themselves that we live in a time when we need to learn to isolate the necessary information and reject false information, of course, in the process of searching work to see that mastering a foreign language opens many doors for achieving professional aims. After the research work is completed, we invite applicants for higher education to present it in Power Point. This is the most popular today's way of presenting information in the most effective form, which affects the organs of vision and hearing at the same time. Adding music, voice-over text, noise or visual effects to Power Point helps to capture the audience's attention. The use of multimedia systems is able to breathe a new life into the usual forms of education, form positive motivation of applicants for higher education to learn a foreign language.

The teacher's role consists in the competent use of Power Point resources in accordance with the curriculum.

Thus, summing up the above, we are able to point out that mastering the skills of foreign language competence by applicants for higher education who study a foreign language only in the first year of study is extremely urgent, especially in the context of distance learning. That is why motivation is one of the main factors of obtaining positive results. The presentation method, which becomes an integral part of both classroom and individual work, stimulates applicants for higher education to self-development and acquisition of new knowledge. This is one of those methods that can effectively turn sometimes monotonous learning into creative and informative, which will certainly increase motivation to learn a language. We see further research in a deeper study of the effectiveness of the use and impact of multimedia technologies on the professional communicative competence of applicants for higher education.

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