

USING INNOVATIVE EDUCATIONAL TECHNOLOGIES AS EFFECTIVE COMMUNICATION IN THE EDUCATIONAL PROCESS AT HIGHER

The European vector in development of modern higher education requires a change in approach to teaching students. The search for innovative ways of effective communication looks very promising today. This sets before the higher education institutions (henceforth – HEI) the task of rethinking the approaches to the content and technologies of education, analyzing them in more detail.

At the present stage, there are many views on understanding the effective communication of a component of personal culture. The definition of culture in the Cambridge English Dictionary appeals to us the most: culture is the way of life, especially the general customs and beliefs, of a particular group of people at a particular time.

We have compared our research with proven technologies in modern American education. Foreign literature covers the concept of innovation as an idea or concept intended to create or introduce something better (more efficient, more enjoyable, more useful), the ability to adapt technology in order to meet individual needs, not the other way around. One of the strongest characteristics of innovation is the continuity of the process.

At the current stage of computerization, e-learning plays an exceptional role in students' professional development. In the Internet, a so-called "global village" has been created through social networks, where people from different cultures communicate. During such intercultural communication, students can use social networks to learn and stay up-to-date with events in their countries.

Social networks make it possible to practice and improve mother tongue as well as foreign language using online chats and online conversations with native speakers, make language learning more social and enjoyable with minimal stress, and emphasize the importance of social media as a progressive e-tool in the process of learning another language.

To determine the possibilities of using social networks by students of Ivano-Frankivsk Professional College and Pedagogical Faculty of Vasyl Stefanyk Precarpathian National University, we conducted a content analysis (about 300 respondents), which

showed the four most common types of social media and websites – Instagram, Facebook, YouTube, Twitter. Instagram is the most common one among college students (45%).

We have developed the preliminary tasks aimed at forming effective communication on Facebook: creating personal projects within the network (involving friends who speak foreign language), discussing and conducting polls, researching and comparing opinions on various issues (for example, by British people and Ukrainians). The project activities of students is effective in social networks, where they need to find a friend who will introduce them to the culture of his people.

The software for effective communication, including both native and foreign language learning by computer, has become an effective educational tool nowadays. Language labs are among such popular software. K-VanSolutions (<http://www.kvansol.com>) is an application focused on professional learning of English; ODLL (<http://languagelab.in/asl-software>) provides ways to bring students together, communicate with some or all students at the same time, and even have a normal lab lesson.

Computer-Assisted Language Learning (CALL) and blended learning allow students to gain experience using authentic materials on websites. There is an interesting online application Mind map that includes a free version. We used moblogging in our educational activities as well. The most popular blogging services are *WordPress.com*, *Blogger.com*, *Tumblr.com*.

We have analyzed an online Wiki service (changeable web pages for collaborative work) which is new to Ukrainian students but familiar to American ones.

Among the mobile social networks intended exclusively for learning foreign languages, the most popular applications are Busuu, Italki, WeSpeke, Skype, Conversation Exchange, Easy Language Exchange and more.

For example, students are offered the following free portals aimed at improvement of their communication skills and their language learning in general: Lifelong learning of Luxembourg (<http://www.lifelong-learning.lu>), Degreed (<https://degreed.com/for-me>) to improve their communication skills and improve their language learning), Harvard Online Learning (<https://online-learning.harvard.edu/about>).

They are useful for students, because these are portals in English where a student can choose a course of interest and take it online.

This material was used during 2018-2020. Analyzing it helped us identify the level of communication effectiveness of a future HEI teacher using the representative online survey from the LimeSurvey system (300 respondents).

The survey results showed a sufficient level of communicative tolerance but a low level of effective communication by means of innovative technologies. Unfortunately, only 30% of the respondents were able to communicate effectively using modern innovative technologies.

In order to improve the situation, we created separate communication groups during our practical training at the university and college. Each group was assigned its task while having access to specific sources of information and asked their teacher questions. The results of the group were presented in the form of an essay, a PowerPoint and Google+ presentation.

Theoretical analysis of the problem allows to emphasize that it is impossible to communicate effectively without the knowledge of modern innovative educational technologies.

The fact that social networks, information space not only provide free access to the online network, but also form skills and abilities as well as allow direct communication in several languages make them a priority in the formation of effective communication by means of modern innovative technologies.

We have proven the undeniable effectiveness and positive dynamics of the introduction of innovative educational technologies into the educational process of HEI for effective communication, as evidenced by the data of the analysis.

It is proved that effective communication is possible in the Google Apps information system, social networks and more. The student-developed media projects, online blogs on social and cultural topics, web pages, video study sessions and conferences, popular applications (Busuu, Italki, WeSpeke, Skype, Conversation Exchange, Easy Language Exchange, etc.) have been proven effective. WordPress.com, Blogger.com, Tumblr.com are the most recommended blogging services.

Therefore, modern language teaching and development of effective communication of future teachers is impossible without involvement of information technologies in the educational process.

The study of the features of using Web-resources in order to improve the students' knowledge looks promising in this research.