

Секція: Мультимедійні технології навчання в процесі вивчення іноземної мови.

Liudmyla Shapran

Associate Professor

National University of Food Technologies

MULTIMEDIA PRESENTATION AS AN EFFECTIVE TOOL OF LANGUAGE TEACHING AND LEARNING

Modern system of education is undergoing dramatic changes and these changes also affect foreign language teaching and learning. Technological innovations help to stimulate students' self-motivation, creative thinking, independence in acquisition and assimilation of information, stimulate their curiosity and interest in language learning.

The main purpose of the application of multimedia technologies in higher education is to prepare students for work in conditions of information society. It is necessary to highlight the following pedagogical tasks of introducing multimedia technologies into the educational process [1, 73]:

- increase of the efficiency of the educational process;
- creation of an open educational system;
- creation of the system of integration of subject areas of knowledge;
- development of student's creativity;
- development of students' experimental and research skills;
- formation of informational culture of students;
- fulfilment of social order, conditioned by the informatization of the society.

Currently, multimedia technologies are one of the most rapidly developing areas of IT. Using multimedia makes it possible to present information not only in textual format, but also to accompany it with sound, graphics, photos and videos. 80% of what we learn is learned visually (what we see) and only 20% is learned aurally (what we hear). This means that visual aids are an extremely effective means of

communication. If you combine what students see, hear, and do at one and the same time, then the students will remember the majority of the presented information.

Multimedia resources at high school may include electronic tutorials, self-prepared material by the teacher, presentation of information using multimedia presentation programmes, videos, e-mails, role-playing games, electronic interactive whiteboards, etc.

Let's consider using multimedia presentations. When is it advisable to use multimedia presentations at high school? First of all, when introducing the new material as a multimedia presentation allows a teacher to illustrate the new (both grammatical and lexical) material with a variety of visual means. Secondly, when revising the material learnt because multimedia presentations allow students to see the material learnt in an integral structural form. Thirdly, multimedia technologies can be used as a means of emotional release.

In class, the multimedia presentation can be demonstrated on a computer monitor screen or on a big screen using special devices – a multimedia projector, plasma screen, etc. The most commonly used multimedia presentation program is PowerPoint from the Microsoft Office software package.

Presentation of information through the PowerPoint program is a kind of independently selected material and provides an opportunity to involve students into writing, reading, speaking, listening and translation activities.

Multimedia presentations can be categorized (1) by the number of used media aids: multimedia (sounds, images, video fragments), text (with minimal illustration), combined; (2) by function: commercial (advertising mostly), informational, educational, etc.

We are interested in educational presentations, taking into account their special role in the educational process. Multimedia presentations can be didactically classified into those made by teachers or students. Depending on the purpose of their use in English lessons we may speak of lectures (teacher); performance report, project, research (students); test (both a teacher and students), etc.

According to their objectives, teacher presentations can be classified as:

- problem presentations – introduction to the topic;
- informative presentations: instructions, examples, forms of assessment, tutoring;
- diagnostic or controlling presentations: progress and final assessments.

Teacher multimedia presentations can be used to support a practical class, present a new topic, and to revise/control the material learnt.

Student multimedia presentations should be used to present the results of their own research, projects, independent work, or as a means of learning new information independently.

By the number of students who plan, design, develop, demonstrate the presentation, student presentations can be classified into:

- individual – developed and created by one student;
- group – developed and created by a small group of students;
- class – can be prepared by the whole class individually or in small groups that create individual slides.

The greatest benefit of using multimedia presentations in English teaching/learning process is that by using this tool it is possible to adapt the teaching material to students' level of perception and, in case of student presentations, give the students an opportunity to further consolidate and systematize the material learnt. Thus, the use of multimedia presentations is a powerful tool for improving the productivity of the educational process and preparation of students for their future professional activity.

References:

1. Кудін, В.О. Засоби масової інформації та професійна освіта: філософсько-педагогічний аспект дослідження./ В.О. Кудін – Х.: РТУ-«ХП». – 2001. – 207 с.