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SMART LEARNING TECHNOLOGIES IN FOREIGN LANGUAGE TEACHING

Abstract. The article considers the issue of teaching a foreign language to students of high-level institutions. The purpose of the article is to investigate the educational potential of TED Talks as a powerful tool that can be effectively used for preparing future professionals to communicate in an academic and professional environment. The democratic, apolitical and unpredictable nature of the TED Talks platforms was emphasized, as well as the value of this project in expanding the students' worldview. The significance and relevance of the TED Talks project are substantiated. It is emphasized that the videos meet modern requirements for the formation of skills, competencies, and values, such as creativity, critical thinking, communicative visibility, media literacy, flexibility, etc. The main methods used in the article are divided into theoretical (analysis, synthesis, comparison, generalization, modeling, classification) and empirical (document analysis, expert survey). The advantages of using and the urgency of implementation TED Talks presentations as educational material in English classes are outlined; the usefulness for students' socio-cultural development, vocabulary expansion, improvement of listening, reading, speaking skills, as well as the ability to make presentations and note what is heard is revealed. The analysis of numerous videos allowed us to determine the main criteria for video selection. We concluded that one of the main tasks of modern education is to create a stable students' motivation to acquire knowledge, the other is to find new forms and tools for mastering this knowledge through creative solutions. The use of Smart learning technologies opens up many new opportunities in learning, which improve students' concentration, speed up a mastering of learning material and as a result, increase the success of each student.

Key words: smart technologies; foreign language teaching; TED Talks platform; smart education.

Introduction. Today, foreign language proficiency is one of the key competencies of modern man. Integration processes in the world determine the need for professionals with a high level of foreign language proficiency, who can realize their social mobility, to ensure professional development. So, today the professionalization of education is the key moment in teaching a foreign language for students, where it is seen as a tool for future professional activity and professional self-knowledge. For this reason, there is a growing interest in educational learning technologies, namely smart technologies, which are becoming the most popular and effective, because they allow effectively organize teachers' and students' time and make the language learning process more interesting and accessible. Such technologies include the Internet, social media, open online courses (MOOCs), artificial intelligence, open educational resources, etc. Non-formal education begins to play an important role, when the student determines the goals of the study, finds material in open educational resources, models his course, and thus receives an additional specialty.

The analysis of latest researches and publications. Among scientists who paid attention to the use of Smart technologies in foreign language teaching, G. Doroshenko deserves attention; peculiarities of using Smartboard at the lessons are considered by O. Dmytruk and O. Kosovska; the works devoted to the application of Smart technologies of teaching economic specialties belong to V. Zhuchenko and V. Lagutin.

An analysis of recent research and publications has shown that the use of smart technologies in education is a new approach that is just beginning to take shape, while abroad this problem has been dealt with for many years [4]. Thus, G. Braian in his work «The next wave» analyzes the historical origins of ICT development, their gradual introduction into the learning process. Additionally, the advantages are considered online learning, including the use of TED Talks [3]. We consider work «Benefits of TED Talks» by M. Maison

to be no less important, where an educator describes the importance of the TED.com web resource in terms of time and resource management learning process, proves the pragmatism of the use of ICT in the corporate world. The author concludes that future learning can be shaped in the form of groups based on free online resources, in particular TED Talks [7].

The purpose of the article is to describe the specificity, opportunities, and benefits of the application of smart technologies in education and particularly in foreign language teaching to achieve more effective results in the development of the students' communication skills and professional competence; to characterize the educational potential of TED Talks as a powerful tool effectively used for preparing future professionals for communicating in academic and the professional environment.

The statement of basic proceeding. In recent years, there has been a marked increase in educational standards, promotion, and innovation in the education sector. Schools and other educational institutions have begun to use modern teaching methods through interactive whiteboards, projectors, and smart laptops, that make the education system more interactive and simpler. Students prefer to use tablets, phones, and other devices to share and transfer learning materials, which saves time and effort. This intelligent technology helps teachers turn boring lectures into interesting sessions. It's not just about sharing an information, but also creating a better online presentation, avoiding the need to write by hand.

The use of modern information and communication technologies requires changes in the educational paradigm: the transition from the traditional model of learning to e-learning, then to smart education. This process involves the creation of a virtual educational environment, the use of interactive ICT tools, regular updating and replenishment of content, and monitoring the quality of education, as well as the cooperation of higher education institutions [2].

Smart education is an educational system that is the basis of a new type of education, which provides the adaptive implementation of the educational process and uses smart information technology.

«Smart» means: flexible learning in an interactive educational environment; rapid listener's adaptation to a changing environment; providing free access to content around the world.

The aim of smart learning: creating an environment that will provide the highest possible level of education; increasing student's skills and knowledge according to his competence model; elaboration of an education strategy that will help students to adapt to the problems and difficulties of a changing world.

Among the main advantages of using smart education technology, we have identified the following:

1. Improved learning experience.

2. Using smart education technology, information can be illustrated with photos, maps, graphs, flowcharts, and animated videos. This makes learning more attractive, interesting, and easy to understand, also it encourages students to study and memorize the topic for a long time.

3. This is a universal truth – when we study through visual effects, we easily capture the topic, not just look at the board and listen.

4. Interactive learning experience.

5. Due to the implementation of intelligent technologies in educational establishments, the degree of student involvement has improved.

Smart technology is used to provide a level of cognitive awareness. In teaching, it is an interactive educational complex that allows you to create, edit and distribute multimedia learning materials, both in the classroom and in extracurricular time. Interesting, at first glance, is the interpretation of the abbreviation SMART: self-governing, motivated, adaptive, resource enrichment, technological [1, p.2].

The effectiveness of any technological tool depends on the teacher's knowledge, experience, and qualifications who manages this process. It is necessary to consider, first, awakening interest to the professional topics, materials containing information required from graduates at the labor market. Second, organize the students' work so that they search the Internet for information on software topics. ICT tools and services (cloudy technologies, social services Web 2.0) acquire special practical importance, focused on the development of cross-curricular skills related to the organization of information retrieval, analytical and productive activities based on the structured presentation of information, and students' collective networking.

For example, the new form of the submitted materials with the help of interactive equipment (interactive Smart Boards, interactive displays Symposium) is a presentation, created by the speaker during his speech. On interactive Smart Boards, a teacher can write with a special marker, demonstrate educational material, make written comments on the image on the screen whiteboards. In this case, everything written on the interactive Smart Board is transmitted to students, stored on magnetic media, printed, sent by e-mail to absent students from a class. The training material created during the lecture on the Smart Board is recorded by the built-in video recorder and can be played repeatedly. Such special software as Smart Notebook, Bridgit, SynhronEyes has been created to maximize all the properties of Smart Boards. Each of these programs has its characteristics: Smart Notebook allows you to work with text and objects, store information, and convert written text to print; the

Bridgit program allows you easily and quickly make presentations to partners around the world, get feedback on your document (highlighting the key positions of your speech on the general desktop, the program immediately displays all your notes in real-time on the screens of other conference participants).

The use of such innovative easy-to-use tools in the educational process helps to encourage students to study because one of the main factors in mastering a foreign language is motivation. Using such a component of smart technologies as TED Talks allows the teacher to choose presentations that correspond to academic, scientific, personal interests of students themselves and their level of foreign proficiency language. The main purpose of the TED project, as stated in the official project page, is the effective distribution of meaningful ideas for the world community, to form a correct understanding of the biggest and most pressing challenges of today for making a desire to participate in the creation for a better future [8].

Another obvious advantage of TED Talks materials is their «naturalness», absolute «simplicity». This is the primary difference between the living performances from artificially created audio and video materials and presentations for textbooks that teach English and the basics of oral speeches in particular. TED Talks speeches are examples of real-life language as it is now, as it is used by the representatives of the world community today, which is understood and to which others react, can unite, inspire and teach. The uniqueness of performances within the TED project Talks is also a variety of topics that arise in one or another sphere.

About the benefits of making a video, as well as ways how to use TED Talks, writes Greg Kessler: «There are many engaging ways to use video and video creation projects in teaching English. There are also, of course, numerous videos online that can be useful in various English teaching contexts. Video streaming sites such as Vimeo and YouTube provide access to a seemingly endless supply of video content, but this can quickly result in the sensation of being overwhelmed and leave teachers uncertain of where to begin. Fortunately, the most useful and valuable of these video collections are intentionally archived and curated for instructional purposes. These often benefit from the inclusion of a focus on specific topics, lesson types, language levels, and teaching contexts. Increasingly, there are collections of such media accompanied by extensive documentation to support implementation or even teachers' manuals and lesson plans. So many recent useful and impressive projects have focused on the use of TED Talks» [7].

A teacher or learner can certainly navigate their way through the TED Talk landscape, but why do that when you can take advantage of one of the many instructional-focused curated sites built around TED Talks? Following are some of these sites: TEDxESL; Learn English with TED Talks; TEDEd Lessons.

Among TED Talks project videos are performances provided deep, scientifically valuable, and reliable information, tested by long experiments; is presentations designed to inspire viewers and listeners the personal example of a strong spirited speaker; some presentations focus on humanity problems, society and turn to tolerance and humaneness in each of us; there are speeches which will be to the liking of technophiles, because tell about the latest trends in the field of modern technologies, etc. In general, the founders of the project single out seven main types of performances, namely: «The big idea», «The tech demo», «The performance», «The artist's statement», «The dazzle with wonder», «The small idea», «The issue talk». On that score, Tara Arnsten notes

that: «...with the variety of TED Talks out there, you are bound to find something related to a topic relevant to your course and/or students and between the free videos and transcripts, there is a lot to work with. You can have students improve their note-taking, listening, and discussion strategies or focus on just one of those skills. If you have never considered TED Talks before, think about it now and see what you can find» [9].

The analysis of numerous video materials from the TED Talks platform allowed us to determine the main criteria for video selection:

- usefulness and expediency of the topic;
- conformity of the video to the academic environment;
- the level of lexical-grammatical, phonetic, and stylistic complexity;
- video length;
- level of maturity;
- availability of related materials.

Despite the format of submission and the nature of the information they provide, all the performances of the project have some common traits – curiosity, relevance, inspiration, humanity openness, democracy. In addition to working on the actual language aspects (elaboration of the new vocabulary used in the speech grammatical constructions), the TED Talks video promotes many useful skills in the academic and professional environment. For example, bachelor students, and especially master's students who plan to enter graduate school, should be able to give speeches and presentations, as one of the components of higher education is research, participation in competitions, seminars, and conferences, as well as oral protection thesis.

The use of TED Talks technology also helps in performing individual work, after all, students can explore the TED website. About her own experience of using TED Talks technology for homework writes Alexandra Lowe: «Finally, for homework, I invite my students to explore the TED website and to listen repeatedly to any TED Talk that interests them. For students with weaker listening skills, subtitles are available in English. Subtitles are also helpful for students who want to use the TED Talks at home as a pronunciation tool and spelling aid. Back in class, we try to make time to watch short segments of TED Talks that

students chose for their listening work at home because they found them especially interesting or deeply moving. In what becomes a kind of cycle, students are inspired by their classmates' recommendations to listen to additional TED Talks» [6].

A balanced approach to the analytical development of TED Talks will allow students to learn which techniques for designing presentations and speeches are effective and influential both for success and communication in the academic and professional environment.

This material leads to **the conclusion** that Smart education, as a new stage in the development of modern education, plays an important role in the process of learning a foreign language by future professionals. One of the main tasks of modern education is to create a stable motivation for students to acquire knowledge, the other is to find new forms and tools for mastering this knowledge through creative solutions. The transition from a standard education system to a smart will provide an opportunity to optimize the educational process, to form an innovative approach to education, to exchange knowledge and experience with teachers and other students without geographical restrictions.

The rich educational potential of the TED Talks platform is a powerful tool for preparing the student youth to communicate in English-speaking professional and academic environments. Indisputable is the fact that purposeful and qualified use of Internet resources in teaching foreign languages significantly increases the effectiveness of the teaching process. Also, it ensures the formation of a foreign linguistic and communicative competence of the listener due to the availability and communicative-linguistic orientation. The constant increase in students' communicative and linguistic knowledge and skills implements the basic didactic principles.

The study does not claim to be a comprehensive consideration of the problem, further research needs issues related to such smart technologies as cloud technologies, multimedia tools, automatic filtering by knowledge rating, interactivity, collaboration on the Internet, etc. We consider finding the most effective ways of its implementation into the process of learning foreign languages to be a promising direction for further scientific and methodological development of this topic.

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СМАРТ-ТЕХНОЛОГІЇ НАВЧАННЯ ПІД ЧАС ВИВЧЕННЯ ІНОЗЕМНОЇ МОВИ

Анотація. У статті розглянуто питання вивчення іноземної мови студентами вищих навчальних закладів освіти. Мета статті – дослідити навчальний потенціал TED Talks як потужного інструменту, який можна ефективно використовувати при підготовці майбутніх фахівців до спілкування в академічному, професійному та ситуативному середовищі. Особливу увагу зосереджено довкола демократичного, аполітичного та непередбачуваного характеру платформ TED Talks, а також підкреслено цінність цього проекту у розширенні світогляду учасників освітнього процесу під час вивчення іноземної мови. Основні методи, що використовуються у статті, поділяються на теоретичні (аналіз, синтез, порівняння, узагальнення, моделювання, класифікація) та емпіричні (аналіз документів, опитування експертів). За допомогою вищеперерахованих методів обґрунтовано значущість та актуальність проекту TED Talks, а саме відповідність його відеоматеріалів сучасним вимогам щодо формування навичок, компетенцій та цінностей, серед яких ми виділили: творчість, креативність, критичне мислення, комунікативні вміння, медіаграмотність, гнучкість тощо. У статті окреслено переваги використання та терміновість впровадження презентацій TED Talks як навчального матеріалу на уроках іноземної мови; розкрито їхню корисність для соціокультурного розвитку студентів, розширення словникового запасу, вдосконалення аудіювання, читання, мовлення, а також уміння робити презентації та нотувати почуте. Аналіз численних відеороликів дозволив визначити основні критерії відбору відео. Ми дійшли висновку, що одним із ключових завдань сучасної освіти є створення стійкої мотивації студентів отримувати нові знання, що, у свою чергу, ставить перед освітянами нові виклики, а саме знайти нові форми та інструменти для оволодіння цими знаннями за допомогою творчих рішень. Використання технологій розумного навчання відкриває багато нових можливостей під час вивчення іноземної мови, які покращують концентрацію учнів, прискорюють засвоєння навчального матеріалу і, як наслідок, збільшують успіхи кожного учня.

Ключові слова: смарт технології; викладання іноземної мови; платформа TED Talks; смарт освіта.