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Cogito, ergo sum

"A special kind of beauty exists which is born in language, of language, and for language."

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MULTIMEDIA TOOLS IN TEACHING EFL

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Annotation. *This qualification work is devoted to the issues of application of multimedia technologies in the educational process, their influence on the formation of communicative competences (reading, listening, speaking, writing), on the development of critical, figurative and abstract thinking of students, development of critical, figurative and abstract thinking of students. It proves the intensity of learning with the help of multimedia and their effectiveness. The connection between the possibilities of multimedia and the theory of Multiple Intelligence is considered. The theory of Multiple Intelligence, the criteria of which corresponds to linguistic, musical, logical-mathematical, spatial, bodily-kinesthetic, intrapersonal and interpersonal abilities, human beings, as well as the relationship between the grammar of classical languages and the development of human thinking.*

Key words: *multimedia technologies, information and communication technologies, e-learning, learning styles, learning styles, multimedia technologies, information and communication technologies, e-learning, learning styles, multiple Intelligence.*

Currently, many countries around the world are striving to modernize the education system through the widespread use of information and communication technologies, which today offer new perspectives and amazing learning opportunities, thereby confirming that humanity is on the verge of an educational revolution. The use of information technologies is especially relevant today, has a noticeable impact on the content, forms and methods of teaching. Modern schoolchildren actively use information technologies (personal computer, Internet services, electronic textbooks, etc.), they are brought up on audio-video products, computer games and other elements of computer culture. Multimedia technologies allow you to programmatically connect slides of a text, graphic, animation nature with the results of modeling the studied processes. This makes it possible to embody at a new qualitatively higher level the classical principle of didactics - the principle of clarity. Multimedia training technologies are a set of technical training tools (TST) and didactic training tools - media (OST). Multimedia technologies allow the use of visual media of various nature and expressiveness in accordance with the content of the subject under study and the laws of psychological influence and perception.

Modernization of the education system opens up new horizons and opportunities, but at the same time places increased demands on the professional competence of the teacher. The task of educating a student who is comprehensively developed and prepared for life and interaction in the modern information society can be solved only by a teacher who owns modern pedagogical and information technologies.

Multimedia presentations (MMP) and a foreign language lesson are an actual direction in the methodology that requires new approaches and non-standard solutions. The use of MMPs requires rethinking the forms and methods of work. New multimedia technologies give a high effect of teaching a foreign language, if they are supported by advanced methodological techniques.

The term “multimedia” is closely related to the concept of “information” and its types. Multimedia is one way of presenting information. A person receives information

from five sensory channels: visual, auditory, tactile, olfactory and taste. In humans, certain channels of perception can dominate. Depending on this, we all observe the world around us in different ways and process the information received. In educational activities, three channels of information perception are most often involved: visual, auditory, and kinesthetic. Each of them has its own type of memory: visual, auditory, motor. The effectiveness of the learning process depends on how many channels of perception are used to receive and process information. Given that children with different perceptual abilities are in the same classroom, it is important for the teacher to present information in the form in which it will be most fully and quickly perceived, using all channels of perception. It is multimedia that have the ability to influence several channels of perception at once and allow you to present information in different forms. In addition, at present, there are significantly more people of the "extreme visual type", which is associated with a passion for television, video films, an abundance of all kinds of computer games, which have a more developed visual channel of perception. In the modern methodology of teaching foreign languages, the use of multimedia technologies plays a big role. Multimedia is a set of software and hardware tools that implement information processing in audio and visual forms. Graphics, animation, photos, video, sound, text in interactive mode create an information environment in which the user acquires qualitatively new opportunities.

The use of multimedia tools in teaching a foreign language has several advantages:

- the volume of exercises performed in the lesson increases;
- the material is studied in more depth;
- students have the opportunity to acquire cultural knowledge;
- vocabulary is replenished, both active and passive;
- develop abilities and readiness for independent language learning;
- universal learning skills are developed, training is individualized;
- improved technical skills.

Multimedia tools are becoming an effective way to intensify the educational process. They enrich the learning process. New information technologies attract students and are one of their main interests. Therefore, the use of information technologies in the educational process will contribute to the formation of positive motivation. The use of multimedia means allows not only to increase the effectiveness of training, but also to stimulate students to further independent study of the English language.

The tasks that are solved with the help of multimedia technologies in English lessons include supporting students' academic work, ensuring communication with native speakers, access to information systems, developing cognitive interest and motivation to learn English. The multimedia lesson is designed to study new material, expand horizons, consolidate, apply, systematize knowledge.

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