

INNOVATIVE TEACHING AND METHODOLOGICAL SUPPORT FOR TEACHING PROFESSIONAL LANGUAGE AT ECONOMIC INSTITUTIONS OF HIGHER EDUCATION

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Abstract. The article contains characteristics of the content and structure of teaching guidelines “The Ukrainian language (for professional purposes)”, “The Ukrainian language of science, analytical sphere and management” and textbook on the Ukrainian language (for professional purposes) for HEI students that study economic disciplines. The questions connected with innovative approaches to forming students’ competencies in the process of learning philological disciplines in an economic institution.

Keywords: textbook, manual, multimedia electronic edition, competence, communication.

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Introduction

Active development of market relations in Ukraine, dramatic changes in the socio-economic structure of the state require a radical restructuring of the training system, especially in economy. A composition part of this multisided activity is the creation of textbooks and guidelines for HEI students which would correspond with the current realities and demands of the time and would ensure formation of communicative language and verbal competencies in new economic and international conditions of Ukrainian society development.

Lifestyle transformation of modern man both in everyday and in the professional field also leads to more and more complex skills significance possession of information and analytical work, critical and creative thinking. The success of a specialist in today's job market depends on the level of his professional communication, communication culture, mastery of the terminology, indicating a deep understanding of professional concepts and phenomena (Kozlovska, 2017). Equally important is the ability to handle business documents, because the business sector is one of the main vital areas of human activity. To handle documentation is a component of many professional workers, professionalism and competence which are found in the documentation for management, the ability to handle, execute, store documents, business to use the Ukrainian language.

Topicality and specifics of studying "The Ukrainian language (for professional purposes)" in the higher school

The achievements of modern linguodidactics (the principle of universalism of the language, its role in the inseparable processes of cognition and education, the formation of communicative ability, creative activity and Ukrainocentrism) were tried to be taken as the basis by the authors (O. S. Cheremskaya, V. G. Sukhenko) of a number of teaching and methodological works, among which the textbooks "The Ukrainian language of science, analytical field and management" certified by the Ministry of Education and Science of Ukraine, "The Ukrainian language (for professional purposes)" (electronic multimedia interactive publication) and educational textbook "The Ukrainian language (for professional purposes)". All of the works provide a solid ground for the harmonious development of the language personality in the context of newly learned universal values.

Study of the Ukrainian language (for professional purposes), the Ukrainian language of science, analytical and management field is specific, since the main task here is a combination of several aspects: learning professional terminology vocabulary through the prism of its formation, operation, grammatical features used in scientific style; the formation of the skills on to handle documents for various purposes; in high-level manager language training of a specialist in the economic sphere.

All these problems led to the non-standard approach to the presentation of the material – its proper structuring, use visualization methods, charts, tables, pictures and so on, since visualization of information is an important component of the learning process. On the basis of cognitive-visual approaches it is possible not only to present a large amount of information in a concise, brief form, but also a more productive educational activity, the activation of cognitive interest and development of associative thinking, the transfer of methods for processing information to various objects and spheres of society. Visualization should become a leading strategy of innovative learning technologies.

The aim of this article is a characteristic of the guidelines "The Ukrainian language (for professional purposes)", "The Ukrainian language of science, analytical field and management", highlighting the experience of creating the guidelines and textbook as educational and practical publications using innovative approaches of a presentation of the material, as well as their use in the learning process through personal training systems.

Today there are many concepts of teaching language course for not philologists. In particular, functional and communicative principle of teaching is followed by Baranovska L., Holovata L., Zagnitko A., Lyahotska L., Rukas T., Shapran D., Yukalo Yu., Janusz J.; a cultural (in the selection of material) – Macko L., Muromtseva A., Onufrienko A., Palamar L.; competency – Vashulenko M., Melnychayko V., Pentylyuk M., Plakhotnyk V. Teaching courses "The Ukrainian language (for professional purposes)", "The Ukrainian language of science, analytical scope and management" oriented towards functional and communicative competence and approaches.

Determining competence as a set of real requirements for a student to master knowledge, means of learning activities which are the basis of forming appropriate skills and abilities in the community being activated most researches of the Ukrainian language while teaching it as a discipline distinguish language and communicative competence. Language competence involves mastering the basic of the science of language, knowledge of the system, mastering the means and skills of the quality activity with the help of studied material. Speech competence is the students' understanding of others and creation of their own statements in

accordance with the goals, objectives and situation of communication, making skills and abilities successful for communication by them (*Bondarchuk et al., 2018*).

Innovative structure and content of the publications

In Simon Kuznets Kharkiv National University of Economics the manual "The Ukrainian language of science, analytical field and management" (O. Cheremskaya, V. Sukhenko. – Kh., ed. S. Kuznets KhNUE, 2014. – 240 pwas) developed and prepared or which was classified by MES of Ukraine (Letter №1 / 11-7878 from 05.23.2014); the manual "The Ukrainian language (for the professional purposes)" (O. Cheremskaya, G. Gaidamaka, V. Sukhenko / multimedia interactive electronic edition of combined use. – Kh., ed. S. Kuznets KhNUE, 2015) (*Cheremskaya et al., 2015*) and the textbook "The Ukrainian language (for the professional purposes)" (O. Cheremskaya, V. Sukhenko. – Kh., ed. S. Kuznets KhNUE, 2018. – 436 pwas) (*Cheremskaya et al., 2018*). The creation preceded manuals and textbook activities aimed at instilling the culture of scientific language activity by the students. First work was carried out while teaching courses started in S. Kuznets KhNUE "Fundamentals of creating scientific text" (2005) and "The culture of scientific language" (2006), for which teaching out support was developed namely: working program (O. Cheremskaya, I. Khodariyeva), lecture notes (O. Cheremskaya) guidelines for selftraining work (I. Khodariyeva), set of exercises on the discipline "The culture of the scientific language" (I. Khodariyeva).

These publications are targeted to the specific economic fields, contribute to the formation of key basic and professional competencies (language, speech, terminology, lexicographical, communicative, linguo-cultural), and became an impetus for the creation of substantial innovative works: in the form of tables and charts, multimedia interactive electronic edition for the combined use and textbook for students of economic and non-economic specialties, as well as for teachers and professionals from different sectors of the financial and economic activity.

The multimedia electronic publication "Ukrainian Language (for the professional purposes)" was created by the authors in cooperation with the Department of Electronic Learning Equipment of the Simon Kuznets KhNUE. The purpose of the electronic manual is the implementation of the didactic principles of self-study, the explanation of the teaching material with text, visual methods using hypertextual, hypermedia methods and control over the acquired knowledge and skills. The material of the guideline is clearly structured. The unified style of created publication is followed; the linear (sequential) and non-linear (selective) navigation and a system of icons are available that provides easy touse. The recommended literature, questions for self-diagnostics, practical tasks and various test tasks are given for each topic, which allows to estimate the level of the acquired knowledge and the formed competencies. The implementation in the electronic manual of the above listed innovative approaches of giving information provides optimal conditions for the formation of language and speech competences in scientific and professional communication.

Innovative forms of presentation of educational material, as charts, infographics, tables and other types of information graphs, are also given in the printed textbook (*Cheremskaya et al., 2018*). In order to enhance the perception and actualization of theoretical information of each topic, interesting sections, recommended literature, questions and tasks for self-diagnosis, practical tasks and various tests for self-control are provided that allows to estimate the level of the acquired knowledge and the formed competencies. Taking into account

aspects of linguodidactics, a system of creative exercises in the section of "Homework" is given that will stimulate the development of abilities and skills of oral and written speech of students, which, in turn, is an important condition for full-fledged language acquisition. Informatively rich and useful appendixes, placed at the end of each part of the publication, supplement the relevant sections and stimulate the formation of linguistic, speech and communicative competences in scientific communication, which integrates national, cultural and psychological components together.

The material of the above-mentioned handbooks aimed at fostering such competencies as follows: linguistic (using the system internally learned knowledge (rules) functional of the Ukrainian language in speech and mental activity); value-semantic (formation of values of student ability to select target strategies of behavior motivated by using communication tools); information (self-development ability to discover, analyze and adopt the necessary information, organize, convert, store, and transmit it); communication (language skills, ways of interacting with the environment, individuals, group work skills, perform different social roles in the team, the ability to present yourself to handle documents to debate, etc.); professional (formation of a new generation of professional system specialists with personality traits and knowledge).

Guidelines and textbook are intended to provide information on the specific implementation of oral and written Ukrainian business language, expand scientific understanding of the language, main categories, properties, structure, language means scientific text, the art of academic performance; the need to develop a normative use of language means of scientific style; form a stylistic competence, ability to manage audience, employing the methods verbal and non-verbal of scientific presentations and official-business direction; provide students with the organizational principles performing documents.

The theoretical part of the guidelines and textbook are structured according to the syllabi of the selective disciplines. The publications contains a summary of the main theoretical statements about language legislation and language policy in Ukraine, language communicative professional competence, communicative signs culture language and introduces the lexicographical works concerning the activities of specialists in science and management. Considerable attention is paid to the analysis of the properties and structural and semantic components of scientific texts of various genres, including master works, research articles, reviews and so on. Some units are devoted to the topical issues of layout of the research work, listing a list of primary sources, editing scientific texts.

Mastering the language in the higher school is, first of all, the mastering of the scientific style as a variety of functional national literary language within the chosen area of expertise, including standard samples scientific texts at all levels of their hierarchical organization and formation of skills and abilities of such important types of professional language activities as production and compression of scientific information with according to the specificity in the form of a plan abstracts, resume, reviews, reports, papers, articles and so on.

Much attention has been paid to the characteristic particularities of terms: the concept of "terminology" and "terminological" has been considered, the terminology typical for the business and scientific styles has been analyzed; the classification of terms has been given as well as the standardization of terminology and the algorithm of making the terminological standard. Professional economic terminology is an element of professional communication, active vocabulary of students and economists, and the level of mastery of it points toward professional understanding of economic phenomena and concepts. While practicing the

specific terminology on the academic disciplines we emphasize its components such as general scientific terms (*trend, concept, theory, analysis, synthesis*); economic sphere terms (*price, currency, tender, dividends, investment, barter, profitability*); terms related sciences – intersectoral terms (*business economics, financial management, economic analysis, sanitation, technopolis, private property*); professionalism (*remove the cashier, take stock, figure balance, hard currency (stable exchange rate), money laundering (legalization of illegal funds)*)).

For the purpose of mastering the terminology in economic sphere, in addition to academic publications, we use published in S. Kuznets KhNUE dictionaries, as well as monograph "Formation and regulation Ukrainian economic terminology" (*Cheremskaya, Zhovtobryuh, Arhipenko, Shelepkova, 2011*).

In the practical part of the educational publications tests and tasks for self-evaluation are presented and samples of final control tests variants that aimed at activation and deepening of students' knowledge are given. Appendixes contain samples of how to make different analytical documents, documentation on cadres-contracts points and reference- information documents, dictionaries of common phrases and economic terminology.

The authors of the guidelines and textbooks have taken into account that many graduates of higher education institutions have to prepare for various types of communication and speak publicly; therefore, special attention is devoted to questions of rhetoric and art of presentation, peculiarities of public business communication, analysis of various forms of collective discussion on professional problems.

The educational publications are designed to help students to create in skills practically different genres of scientific texts, carry out information and analytical activities; to communicate and sign documents in Ukrainian professional field; prepare internal regulatory documents; independently discover, analyze and adopt the necessary information, convert, store, and transmit it; use the form (written and oral) business Ukrainian language in professional activities according to the situation; documented to issue administrative decisions and handle correspondence in accordance with the rules of modern record office papers keeping; present themselves, to make the documents to debate; manage audiences, verbal and non-verbal employing the methods of scientific presentations and official-business direction; to observe Ukrainian literary language in oral and written communication, speech etiquette requirements; apply the acquired knowledge in the learning process and to implement them in further professional and management activities.

Website of personal educational systems as an innovative platform for the formation of professional competencies

The website of the personal educational systems influences the activation of the educational process, the effective use of educational and methodological complexes, the management of independent work of students in the information and learning environment, which is impossible without interactive forms of discussion of actual educational problems. According to the Regulation on personal educational systems at the Simon Kuznets Kharkiv National University of Economics, PES is an integral part of the educational process, has the teaching and methodological purpose, and is used to provide students with educational activities during classes and learning beyond and is considered as one of the main elements of the information-educational environment. All electronic training courses, that are posted on the website of personal educational systems of S. Kuznets KhNUE (www.pns.hneu.edu.ua)

must meet the mandatory requirements for the list of PNS structural units and have a clearly defined visualization on the course webpage.

The site of personal educational systems of S. Kuznets KhNUE was created on the basis of the Moodle, which is a software package for creating distance learning courses and web sites. The Moodle system focuses primarily on organizing the interaction between the teacher and the students, the improvement of traditional distance courses, and provides the opportunity for teachers creating effective online learning sites. The system is designed taking into account the achievements of modern pedagogy with an emphasis on the interaction between the teacher and the student.

Educational disciplines of the department are presented on the website of personal educational systems for every semester. The design of the site has a modular structure and it is easy to modify. Teachers of the department implemented different models of disciplines (in organizational, methodical, informational aspects); Typical course structures (calendar, thematic) are supported. Optionally additional protection is used with the help of code word. Users can edit their accounts, add photos, and modify personal information. News from the time users log in is displayed on the first page of the course. The website has a system of self-registration.

The using of the website of personal educational systems of the Department of Ukrainian Studies and language training of foreign citizens is based on the combination of eye-to-eye and distance educations. Personal educational systems are used as means of training for full-time, part-time (distance) students, postgraduate students at all stages of learning activities in studying the subjects "The Ukrainian language (for professional purposes)", "The Ukrainian language of science, analytical sphere and management" and practical training.

Using the site of personal educational systems helps to strengthen interdisciplinary connections in the teaching of the Ukrainian language (for professional purposes) and special disciplines, since it stimulates students to search reference-informative materials in existing search engines, virtual libraries, etc. Consequently, the activity of the student on the website contributes to the formation of language and professional competencies.

Content on the academic disciplines of the Department of Ukrainian Studies and Language Preparation of Foreign Citizens involves using teachers' own teaching-methodological and scientific papers in the text or multimedia format and has the form of an electronic resource and corresponds to the syllabi of the educational disciplines.

Conclusions

All in all, the experience gained has allowed a responsible approach to creating and using this teaching-methodological work. Educational publications provide maximum conditions for mastering program material by the students and can be used in the economic HEIs of Ukraine.

As to the structure and logic of presentation the guidelines meet the requirements concerning the formation of innovative outlook of the students in economics and creative solution of the language problems related to science and professional communication, analytics and management. The publications are quite innovative and relevant. Its necessity is justified by the fact that there was no training and innovative methodological literature of this area of training. The guideline was tested in practice while teaching the full-time and part-time forms of undergraduate and postgraduate education students of S. Kuznets KhNUE from 2009 to 2018.

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