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– cost saving on traveling.

3Ds Max software (easy to learn, uses different modifiers and plugins; realistic images of visualization of an object or interior are created) and 3D Unity can be used to simulate and visualize interactive excursions of the university departments. The developed interactive virtual excursions of the university departments will help applicants to obtain all necessary information about them, which will lead to the involvement of new applicants on the specialties.

Chernykh O.P., Sentischeva O.S., Abderrachim Elbaachouchi, Morocco

National Technical University «Kharkiv Polytechnic Institute»

APPLICATION OF MULTIMEDIA TECHNOLOGIES FOR IMPROVING THE EFFICIENCY OF FOREIGN STUDENTS TEACHING

Today, an actual chain is built in the field of education: knowledge – innovation – economic growth. The graduates are innovative products for higher educational establishment. The higher the quality of their education is, the more in demand the specialists who received it will be. Therefore, the implementation of an innovative approach to the higher education system is relevant and necessary.

Innovations include the implementation of the new in the learning process, such as methods, techniques and technologies. One of the current trends is the increase of the learning process effectiveness through the perception of multimedia information. Multimedia is an effective technology in the modern world. With the advent of multimedia teaching tools, a new information educational environment is being created. New intellectual educational technologies and multimedia aids can be applied for faster and more effective teaching of foreign students: audiobooks, reference systems, tests, encyclopedias, educational programs, systems for foreign words learning, etc. These electronic manuals can be used during lectures, practical or laboratory classes. The assimilation of educational material occurs through the emotional-sensory perception of multimedia images, which are combined with interactive actions on them.

The use of a multimedia component of innovation in the university will lead to an increase in the quality and effectiveness of education, and accordingly, the quality of the student's personality.

Polk Christina, USA

National Technical University «Kharkiv Polytechnic Institute»

THE ROLE FAIRY TALES PLAY IN THE STUDY OF RUSSIAN AS A FOREIGN LANGUAGE

Introduction. The study of a foreign language is undoubtedly related to the study of the culture of its people. Being acquainted the culture associated with a language elevates and motivates the minds of students, and acquaints them with cultural traditions and customs. The Humanity Department of the National Technical University «KhPI» accepts foreign students every year from countries such as Austria, the USA, Hungary, Germany, Poland, Turkey, and others, aiming to perfect their knowledge of Russian and other humanities, and to learn about the culture of Ukraine.

Main Part of the Text. During Russian lessons, students read and specially selected texts, analyzing the different points of view used, the relevance and depth of the semantic terminology used, and the value and role that literature plays in professional communication. Much attention is also devoted to looking at the lexical composition of the investigated texts, immensely widening students' active vocabulary. While working with foreign students, fairy tales have been used as an interesting tool to introduce foreigners to the intricacies and nuances of Ukrainian culture. Fairy tales form a cognitive interest in the culture of the country of the studied language. From fairy tales, students learn base-line knowledge of the foreign language (new vocabulary, words that cannot be translated from the native language, idioms and unique phraseology), building and increasing the student's capacity to listen, understand, and use the foreign language that they are studying. Fairy tales also play an important educational role, by teaching morals such as the difference between good and evil, developing aesthetic perception and artistic taste, helping the reader to develop a sense of empathy, and by teaching the reader to analyze the emotions brought forth by different texts. By using fairy