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## **INNOVATIVE TECHNOLOGIES OF FOREIGN LANGUAGE COMMUNICATIVE SKILLS IMPROVEMENT FOR STUDENTS MAJORING IN ECONOMICS**

### *Summary*

Good command of foreign languages is a prerequisite for entering the open world of information, communicating and deepening international cooperation. In the context of teaching a foreign language to students of higher educational establishments for trade and economics a current task is the formation and improvement of communicative skills in professionally oriented environment as well as everyday business cooperation through the introduction of innovative technologies. In this article we analyze the necessity to implement modern pedagogical TEFL forms and methods as well as interactive computer-oriented teaching technologies for the development of students' oral skills in the sphere of business communication. As research shows, cooperative learning, aimed at organizing the subject-subject interaction between the teacher and the student, stimulates the formation of skills and abilities necessary for the development of communication and cooperation. Pair- as well as teamwork facilitates the process of expressing opinions, generating ideas and solving problems. Interactive learning mobilizes activity and strengthens the positive motivation of participants in the learning process, transforms learning into a constant, active interaction of its members: the student and the teacher appear to be equal subjects in solving various tasks, reflect on the assignment set, cooperate with each other. Gaming activities allow students to study in a relaxed, positive environment, and the element of competition always increases the desire for a better and deeper understanding of language paradigms. In the game students unwittingly strain memory, practice in using foreign words and word combinations, make efforts and keenly participate in the learning process. The use of interactive computer-based teaching methods with the help of new technical means also represents a significant component of the educational process transformation, transition to a qualitatively new level of schooling. The forms and methods of educational process organization viewed in the article help to create a special educational environment in which each participant plays an important role for the common goal achievement, active participation in problem-solving and, thus, communicative skills improvement.

*Keywords:* innovative technologies, cooperative learning, gaming technologies, interactive learning, computer-oriented methods, WebQuest.

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