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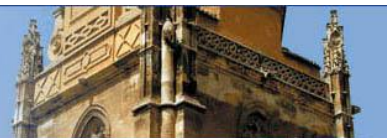
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ABSTRACT

This article discusses importance of innovative technologies in teaching English. They are analyzed features, advantages and disadvantages. The rationale for the active use of innovative technologies is given, which is due not only to a sharp expansion of the technical capabilities of modern teaching aids, but also to the need for a new approach to the educational process, increasing the language competence of graduates and the competitiveness of the university in the modern labor market. Particular attention is paid to the method of projects. On a practical example of a study group, its role in motivating students to independent, creative work in solving the set educational problems is shown.

Keywords: innovative technologies, teaching English, English-speaking countries, chat, videoconference, tests, quizzes, contests, Olympiads, business relations, communicative approach, foreign language, knowledge, experience.

INTRODUCTION

Following the independence of our nation, there was a rise in interest in teaching foreign languages and a proliferation of chances for young people. According to Islam Karimov, our country's first president, "Teaching foreign languages is currently given tremendous emphasis. Without a doubt, this is not for nothing. For our nations, which are working hard to earn their rightful place in the international community, and for our people, who are constructing their bright futures in solidarity and cooperation with our international partners, there is no need to overstate the significance of perfect foreign language proficiency today. The logical conclusion of these ideas is that 10 The opportunities to learn foreign languages were increased by the Presidential Decision on "Measures to Further Improve the System of Teaching Foreign Languages" adopted in December. Interactive gaming as a teaching tool is becoming customary in classrooms today. It is well known that the lesson is delivered using a variety of games, which guarantees that students show their abilities, pay attention, advance their knowledge and skills, and build strength.

The main findings and results

The activity that engages and accelerates the student forms the cornerstone of the usage of gaming technology. The psychological mechanics of playful action, according to psychologists, are based on a person's basic needs to express himself, find a secure place in life, exercise self-control, and realize his potential.

Any game should be built around well acknowledged educational concepts and strategies. The themes of educational games should be related to those subjects. The learner works freely during the game-playing process because they are more engaged than they would be in a typical class. It should be mentioned that the game is primarily a teaching tool. Students engage in game lessons with enthusiasm, compete to win, and the teacher also teaches the student through them. The student is engaged and thinks he can communicate in English while speaking, listening, understanding, and writing.

Experience shows that in any game, regardless of the skill and age of the participants, they fall into an awkward situation. Therefore, the following pedagogical and psychological issues should be resolved before applying the game to educational practice. Every student should know the following while preparing for the game:

- the goal of the game;
- the task of the game;
- what topic the game is related to in the plan;
- to be able to use the skills and abilities formed in previous games in the next games.

We know that in the current educational process, the student should be the subject. Focusing more on interactive methods will increase the effectiveness of education. One of the most important requirements for English language classes is to teach independent thinking.

The goal of these interactive games is the cooperation between the teacher and the student, the active movement of the student in the educational process, and the main thing is to learn and remember the lesson in an interesting way.

As a result of using innovative methods in English language classes, students' logical thinking skills develop, their speech becomes fluent, and the ability to quickly and correctly answer is formed. Such methods and games make the student eager for knowledge. The student tries to prepare thoroughly for the lessons. This turns students into subjects of the educational process.

Today in Uzbek education, in connection with joining the Bologna process and the changes taking place in society, there has been a steady trend towards reorientation of the entire system of higher education towards new values. The main requirement that today is presented to a graduate of higher education is to be competitive, in demand in the labor market, which a priori implies a high level of his general development and professional preparedness.

Under these conditions, pedagogical activity should be innovative and complex. This is one of the essential factors for the successful educational activities of any educational institution.

In this regard, in recent years, the use of innovative technologies has significantly expanded, representing not only the capabilities of modern technical means, but also new approaches to the learning process. This is especially important when teaching foreign languages, the main goal of which is to form and develop a communicative culture of students, practical mastery of foreign languages.

Foreign language competence allows you to more effectively use the acquired knowledge in a professional environment. New requirements for university graduates are also due to the increasingly active participation of our country in the international division of labor, as well as the presence of a large number of various foreign firms and organizations in the Uzbek labor market.

We must take into account that learning a foreign language requires a lot of time, patience and perseverance. Quite often, the motivation of students to learn a foreign language is sharply reduced due to the lack of a quick result and the difficulties that arise due to any personal qualities or other factors, this reduces the interest of students.

The main task of the teacher in this case is to reveal the creative potential of the student, increase his personal interest and activity, while using the irresistible craving of modern youth for individual electronic devices. According to Professor Zubanova S.G. Today, the value of teachers is especially growing, who constantly improve their "linguistic competence", who own modern teaching tools and technologies that allow intensive training of students of different levels of training.

This involves the choice of such forms and methods of teaching that would allow students to show their activity and creativity, constantly improve their knowledge and skills not only in class with a teacher, but also during extracurricular hours.

Practice shows that today the focus is on the introduction of the principle of variability in education, which contributes to the construction of the pedagogical process according to the most effective educational model that increases the interest of students, the development of their desire to acquire knowledge from a wide variety of sources, thanks to a significant expansion of the technical capabilities of education.

This strategy is in line with the principles and needs of contemporary educational technology. According to B.T. Likhachev, this is a collection of psychological and pedagogical attitudes that establish a unique arrangement of forms, methods, teaching techniques, and instructional tools that serve as the pedagogical process organisational and methodological tools.

Among the list of various pedagogical technologies, the following are in high demand lately: multi-level education; collaborative learning; individual and differentiated approach to learning; the method of projects, etc. All of them contribute to the development of innovations in education, the improvement of the pedagogical process, the development of students' ability to motivate their actions and independently navigate the information received; the formation of their creative thinking and the disclosure of their natural abilities. Of considerable interest to both teachers and students is the method projects, which allows using the knowledge of the student from different areas in solving one program, putting them into practice and developing new ideas.

A detailed description and classification of projects is contained in the works of E.S. Polat and other researchers. The main criteria here are the types and goals of the projects. Among the various types of projects, the group project deserves attention, in which the study is carried out by a group (training or in a reduced composition, depending on the number of students in the group and their interests).

The project method, widely used today in foreign language classes, has great potential in teaching a professional foreign language. As you know, its focus on obtaining a practical result, as well as focusing on the interests and needs of students, makes this method very effective in modern conditions.

The need to turn to this form of work is due to a number of its advantages associated with the orientation of students to their future specialty. In addition, joint work in groups on a project allows everyone not only to complete a task that is feasible for him, but also to acquire the skills of working together in a team, when everyone needs to listen to a partner, accept or not accept his point of view.

An example of the application of this method is the implementation of a research project by a group of 4th year students of the Faculty of Foreign Languages of the Uz SWLU, studying in the specialty “Advertising and Public Relations”, learning Spanish as a second language. During the preparatory phase, the theme of the project was determined: “Peculiarities of Spanish advertising in the beauty industry and some recommendations to improve its effectiveness”.

It was decided to explore the linguistic aspect of this topic, given that the main goal of working on the project is to improve language skills, taking into account the specifics of the chosen profession. The work was carried out in 5 stages. The group was divided into several working sections, among which responsibilities were distributed. Along the way, they were refined and supplemented. When studying advertising texts, students noted such a feature of Spanish advertising as its excessive overload with English borrowings, even in the presence of corresponding Spanish words denoting certain concepts. Thus, an analysis of several dozen advertising texts from various sources showed that the number of words of English origin in them is more than 27%. This, even during the initial comparison, turned out to be significantly more than in some other areas.

Since the objective of the project was to develop some recommendations for improving the effectiveness of advertising, it was necessary to determine the reason for the use of such a large number of English borrowings in advertising. Students who volunteered to investigate this issue, as a result of the analysis of the extracted materials, they came to the conclusion that both social and linguistic factors underlie this phenomenon. The conclusions of this private study within the framework of the project were outlined in the final presentation.

When developing recommendations regarding the use of English borrowings in advertising by students responsible for this area, it was proposed to take into account two factors: the first is the concern of the Spanish society over the excessive clogging of the language with English vocabulary; second, the need to maintain a high level of sales and services in this area (the beauty industry and women’s fashion) by increasing the attractiveness of advertising. Thus, in this game situation, a reasonable justified choice had to be made between considerations of patriotism (from the point of view of a conscious Spanish citizen) and commercial gain. The proposed solution contained recommendations to significantly reduce the number of English words in advertising texts designed for older people who are more concerned about the uncontrolled penetration of Anglicisms into Spanish language and posing a threat to its purity and originality.

Guided by the interests of business and the profession, a significant part of the students participating in the project proposed not to drastically reduce the number of English words in advertising texts aimed at young people, the vast majority of which, due to the Americanization of Spanish mass culture, are adherents of the American way of life and the English language. It is the presence of English words and expressions in advertising that gives the advertised product a shade of prestige and world fame, encourages young people to make a choice in favor of this product or service.

During the lexical game, students, divided into two competing groups, it is proposed to find the maximum possible number of synonyms and antonyms of different language units, including (verbs, nouns, adjectives, among them also highlight Spanish (peninsular) and Latin American variants. When organizing a grammar game, the task may be to form all possible words (different parts of speech) from one stem (verb) or name all tense forms of the verb in different moods, giving specific examples of their use. There are many more such forms in Spanish than in English.

Of great interest among students are games related to the history of the Spanish language and the state, traditions, customs and mores of the Spanish-speaking peoples. Various role-playing games have proven themselves in teaching speaking, developing speech skills and skills. They usually arouse keen interest and contribute to a freer communication of students, help to overcome the language barrier more easily. Participants of the game acquire the skills to perform the proposed roles, learn to choose their own language means and form of behavior in accordance with the situation, to formulate and defend their point of view. The topic and conditions of the role-playing game are determined by the students themselves, depending on the level of language training, or by the teacher. For example: find a way out of an unpleasant situation on the street (in the country of the language being studied). You are accused of violating the law or public order or other claims. Participants of the game: presumed violator, policeman, local residents (passers-by), representatives of any institutions. You need to prove that you did not break the law, and if you did something wrong, then without intent or because of ignorance of local customs and traditions, and apologize. If the situation becomes more complicated, ask to invite a representative of the Russian consulates or embassies. Up to 5 people can take part in the game, each with their own role.

Practice shows that such games can be very diverse: from trying to get some information from passers-by to various communication situations in a store, subway, museum, airport, in a Spanish-speaking family hosting you, etc.

Among the proven technologies for learning a foreign language are name and such as: immersion in the language environment, distance and other courses. Immersion is organized in the natural language environment of native speakers of a foreign language and is usually available, including in such forms as: studying abroad

and intensive foreign language courses with native speakers. Long-term study at foreign universities is prestigious, gives good knowledge of a foreign language, but is not available to everyone.

For middle-income students, summer short-term foreign language courses are available - this is the best option, as it allows you to immerse yourself in the language environment without much effort. For students who study Spanish all the time, there are courses of different duration in Salamanca, Madrid, Barcelona, Toledo, Malaga and other cities in Spain.

The main advantage of the immersion method (in the presence of a number of disadvantages) is the speed of mastering the language being studied.

Obviously, in the era of innovative technologies, with a large number of a variety of ways and methods of teaching, the main emphasis in the educational process is done on the use of the huge potential of Internet resources. The variety of information and communication services of the Internet, its technical and software capabilities used for educational purposes, allow us to consider it as modern information environment with integrity and integrativity, vastness, openness, accessibility, and versatility.

CONCLUSION

The modern development of society makes ever higher demands on the level of practical knowledge of foreign languages. In this regard, the use of innovative educational technologies is an objective necessity and represents a huge opportunity to improve the efficiency of the learning process. Considered in this article, some technologies, methods and forms of education have certain advantages over traditional forms, since they contribute, when used correctly, to increase the interest and independence of students, their creative activity.

At the same time, the emergence and introduction of the most advanced methods and technical means into the educational process does not give reason to completely abandon the traditional, proven technologies that inextricably link the learning process with the upbringing of young people.

It is impossible to ignore the fact that excessive enthusiasm for individual mobile devices is fraught with the danger of getting used not only to an easy way to obtain information (often far from high-quality and reliable), but also to an unjustified simplification of working with educational material, transferring the educational process from the sphere of mental activity to plane of simple mechanical actions.

These and other factors require constant attention and unobtrusive control on the part of the teacher, a skillful combination of different forms and methods of teaching. Paying tribute to innovative technologies, the technical process and universal computerization, do not reject the book as a reliable means of information and knowledge transfer. We should also not forget about the educational value of the constant personal contact of the student with the teacher (teacher). This is especially important in teaching foreign languages.

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