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level of complexity of tasks, accelerated mastery of grammatical structures and expansion of vocabulary. Among the technical advantages of this approach is the use of interactive audio and video materials for the development of speech, which implements the principle of clarity through the demonstration of diagrams, photos and illustrations on the topic of communication. The introduction of multimedia technologies creates conditions for interactive learning, which is a key component of the modern educational process. Teachers can present the material in a new, effective format, making it more interesting, meaningful and practically oriented. Thanks to multimedia, it is possible to activate almost all the senses of students, combining text, graphics, video, images and audio, which creates the effect of "virtual reality" of the language environment.

It has been proven that the use of multimedia technologies and computer networks significantly reduces the time required to master the material by almost three times. In addition, the level of information memorization increases by 30–40% due to the simultaneous involvement of visual and auditory perception.

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**METHODOLOGICAL DEVELOPMENTS OF MEANS FOR FORMING
FOREIGN LANGUAGE COMMUNICATIVE COMPETENCE OF FUTURE
SPECIALISTS IN THE SPHERE OF FOOD TECHNOLOGIES**

The general strategy of teaching foreign languages in higher education institutions is determined by the requirements of modern society and the level of development of linguistics, psychological and pedagogical and related sciences. The basis of this strategy is a communicative approach, which is aimed at achieving the practical goal of learning - the formation and development of intercultural communicative competence. The concept of foreign language learning and educational programs for non-language higher education institutions focus on the main goal of learning: the development of communicative competence in students, which involves the ability to effectively use a foreign language as a tool for intercultural communication. A communicatively-oriented approach allows not only to improve language skills, but also contributes to a deeper understanding of the worldview of other peoples and involvement in their cultural values.

Modern foreign language teaching in higher education is aimed at developing students' communicative competences, which will allow them to effectively apply the acquired knowledge, skills and abilities to solve specific language tasks in real life situations. A foreign language acts not only as a means of communication, but also as a tool for intercultural interaction, which contributes to establishing contacts with representatives of different nations. The educational process is increasingly oriented towards culturological and intercultural approaches within the concept of "dialogue of cultures", which contributes to the development of multilingual literacy of students.

In real life, communication between people occurs as a result of the need to implement a certain communicative intention, and its success or failure determines the effectiveness of speech interaction. During communication, participants act as carriers of certain social relations that are formed in different spheres of activity and

manifest themselves in specific speech situations. The development of communicative competence is possible due to the modeling in the educational process of typical situations of real communication that arise in different spheres of life and cover a wide range of topics. Therefore, the content of students' foreign language speech during training is determined by the topic, context and sphere of communication.

In non-linguistic higher education institutions, Like Dnipro state university of agriculture and economics, foreign language learning is carried out in various spheres of intellectual and everyday interaction, in particular in social and everyday, public and political, social and cultural, and professional and labor.

Teaching methods answer the question "How to teach?". The concept of "method" determines the way to achieve the set goal. In modern foreign language teaching methods are considered in a broad and narrow sense. In a broad sense, a method means a system of learning, and in a narrow sense - a way of organized interaction between a teacher and a student to achieve educational goals. Thus, a method is a means of ensuring an effective educational process.

To organize learning activities, the teacher uses such methods as demonstration, explanation and management of the learning process. These methods are universal in nature and are used in any methodological system, but their content and correlation depend on the principles of learning. The principle of communicability implies an emphasis on the use of communicative exercises in the process of language acquisition.

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