MODERN TECHNOLOGIES OF STUDYING A FOREIGN LANGUAGE IN A HIGHER EDUCATIONAL INSTITUTION AS A MEANS OF MOTIVATION OF STUDENTS' EDUCATIONAL ACTIVITY

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In a non-linguistic university, the importance of motivation is a fundamental factor of learning [1]. An important role in the formation and development of motivation in teaching a foreign language is played by the content of educational material, which should correspond to the needs of learners. Therefore, the content of each lesson, each topic should be deeply motivated mainly due to the use of educational material which is relevant, informative, significant for students and aimed at solving communicative problems, because mastering the ability to communicate is the first and natural need for learners of a foreign language.

It is well known that the effectiveness of training depends greatly on the quality of learning tools. In modern conditions of the rapid growth of the flow of information the latest information technologies are becoming more relevant.

Currently, when teaching a foreign language, the most widely used technologies are:

- modular technology, which is based on the organization of independent cognitive activity of students,
- Web-quest technology, which focuses on the maximum practical activities of students,
- case technology, which is a close analogue of the technology of distance learning
- (when a student receives a special set of teaching materials (case) for
- self-study and periodically consults with teachers,
- TV technology,
- Network technology.

The most effective means of developing positive motivation is inclusion of intellectual activities of a competitive nature such as role games, various project activities, etc.

Taking into account the impact of modern information technology on the educational process, it should be noted that they should be increasingly used as they allow not only to qualitatively change the content, methods and organizational forms of training, but also develop skills of critical thinking, analysis, synthesis and evaluation of information.

Thus, the introduction of technology in the classroom not only solves the problem of student motivation, but also is one of the most important aspects of improving and optimizing the educational process.