

**PEDAGOGICKÉ VĚDY**

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**EDUCATIONAL PRACTICE ACTIVITIES IN TEACHING FOREIGN LANGUAGES WITH THE IT SUPPORT****E. I. Lobanova***Candidate of Sociological Sciences,  
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**Abstract.** This article observes the analyses and experience of using the Internet as a support in foreign language teaching. One can observe significant changes and the renovation of both the content and methods of teaching with the help of the Internet, including foreign language teaching. It is important to form personalities of the young people who will be eager to participate in intercultural communication using foreign languages in telecommunication nets. Such a method will help students to develop a unique manner of thinking. They will be able to form their own vision of the events happening in the world of information and participate in different kinds of creative, transforming activities. They will also find their own solutions to the basic social problems.

**Keywords:** information society; lifelong learning; cognitive activity; basic skills; independent activity; professionally-oriented training.

Nowadays the processes of information and computer technologies in the social and economic space occupy one of the leading places in modern global infrastructure. In the connection with the emerging realities of the information society the higher education system has faced an urgent task which is the development of a new type of specialists able to use information technology and to adapt quickly to the changing situation of knowledge. The rapid changes put the priority on the development of the concept of lifelong learning covering the entire active life of a person, providing the possibility of processing a huge flow of professional information, quick retraining, accelerated learning a foreign language.

The process of the integration of Russia into the international economic and political community has identified the problems of the information and culture. In these circum-

stances, learning a foreign language at the university becomes more important, meaningful and acquires other strategic objectives besides the basic linguistic skills to facilitate professionally-oriented practice activities [1]. Here are some examples of doing business in the Internet which young specialists of any economic university can deal with: recruiting, marketing research, sales, the formation of a company image, development of web-sites, creation of information resources provider business, virtual stores and so on.

Professionally-oriented training is based on the textual material of the topics, where basic concepts and terms are described and provided in a foreign language. The assimilation of knowledge on the topic with key terms and concepts is a subsidiary tool of intellectual development of the student. In order to realize how theoretical knowledge on the subject can be applied, the student should



see it in practice. For example, how is the sale of a product or service held on-line? Direct on-line sale of products is the most attractive area of the application of the Internet technologies in business.

However, selling on-line is significantly different from a trading process in a regular store and may require significant restructuring of views in matters of business. First of all, the psychology of the Seller-Buyer relationship changes.

Before you create a website for on-line selling products you must decide what the main goal will be: do you want just to introduce products of the company and then to sell in a traditional way or are you going to trade directly on-line? You need to decide what market they should focus on: local, national or international. It is advisable to take into account the content of the website, including the combination of electronic and traditional commerce, ways and speed of delivery of goods, acceptable forms of payment. It is also necessary to analyze what percentage of the Internet users will reach their potential buyers. It should also be noted, that many visitors to the website enter it only to learn the products, their characteristics and parameters, appearance and to compare them with similar products of other firms. The purchase can be done in a traditional way. Therefore, it is advisable to combine the Internet selling with the trade in a real store, then one type of business can supplement the other.

While developing a website, you need to decide what type of a customer you need—retail or wholesale, or both. It is desirable to determine the extent which is important for the wholesale, as you will have to allocate a special section on the website stating: wholesale prices and discounts; information on the availability of the required number of goods in the warehouse; types of services; capacity

of delivery; the schedule of the receipt of new goods, methods and terms of payment.

Of course, the structure and contents of a website are largely determined by the type of business and products offered. In the most general form the website of a virtual store should contain the name of the company; its electronic catalogue of goods and services; price list; form for ordering goods; information about methods of payment; form to request additional information; company details: postal address, telephone, fax, e-mail address; form for registration of visitors; links to other websites; information to support dealers and distributors; information about new products.

However, before making the decision to start online business it is necessary to solve a number of marketing tasks with the help of the Internet technologies: the set of marketing activities of the company; the formulation of future plans; customers; segmentation; competition; sales; advertising; public relations. Initially, students focus on the study of the nature of the business. It usually includes:

- 1) the identification of the purpose of the business, its goals and objectives;
- 2) the assignment to a particular industry, accounting for trends in its development;
- 3) the determination of the level of the firm in the industry;
- 4) the study of a broad or narrow specialization of the company;
- 5) the study of related areas from the position of the introduction to a new market.

Focusing on the results of this study specific goals and objectives of the business are further identified. The solution of this range of issues is contributed by the study of such Internet sources as Yellow pages (international resources), industry directories and magazines, commercial websites and servers on similar and related topics. The Internet enables to expand the search for business



partners and to facilitate a market research (prices, competitors, market trends). For example, the servers known as Market Research Company, World Market Watch contain an extensive database containing reports of market research in various countries, including Russia.

The review of world prices is available on several thousands of SKUs (stock keeping units). The Trading Floor section of the web-server provides the opportunity to find business partners in various countries. You can also get the information on finding business partners and their products among Russian companies, as well as data of exhibitions and fairs held in different regions. The web server known as Market Research Company Inc provides its users with the opportunity to conduct ongoing monitoring of price trends for many products and presents graphical information about the price dynamics of major world stock exchanges. Next, the students find out that there are currently several ways to place an order and pay for the goods associated with the use of the Internet: the telephone order, the exchange of clear text, the system with encryption of the information, the system using the identity of the clearing system, digital money. For a detailed understanding of payment systems, students are provided with the information on the Web servers of companies. The main task of the student is to search for the information and to know what information to find. The ability to see and understand the problem is an important quality of a future specialist. Vision is the realization of the purpose and the conditions of its formation. The art of searching for information on the Internet is the ability to pick up the key words that reflect the desired information and knowledge of the topic "Payment systems in the economy" in English. The students as a rule must learn the meanings of the following English words: *to install, teller, to diversify, money transaction, remittance, to transfer, smart-card, reim-*

*bursement, due to account etc.* From the basic text in English the students learn that money is information while banknotes and coins are only speakers of this information. Money in economic activities performs the role of information and it fulfills the function of spreading and moving the product. A large industry of information technology and its means and methods must be used for the creation of the data base of such specific information as money. The usage of information technologies gives an opportunity to increase the quality and the speed of information for a new level. This gives an opportunity to develop another level of management in the economy [3].

Then, the teacher gives a problematic task to the students, for example:

1) In what way do we use a type of payment without cash in the countries with a high level of technologies? 2) In what way is there an input of payment without cash in the countries with a low level of technologies? 3) In what way do we use a regional system of payment with the help of information technologies?

Studying the on-line payment system the student must learn the fact that the issue of a quick and safety payment is a key-factor which influences on-line business. The decision to have an on-line money transaction is also important in the case when instead of the product there is information, for example a program, an article, a report. The students learn that there are some ways of placing orders and making payments with the help of the Internet: a telephone call, a clearing system. For detail information the students learn the additional information with the help of Web-servers of the companies: *First Virtual Holdings, Open Market, Mondex, DigiCash, Cybercash, GeoCities*. The main task for the student in searching for the information is to know clearly what information he has to find for solving a problem. The ability to see and determine a problem is an important quality



of a future specialist. The vision of the problem is the conscious understanding of the problem and the terms of its formulating. [2] The art of searching for the information in the Internet is definitely connected with the ability to select key-words for receiving a necessary piece of information on the topic "Payment system in the economy".

Exploring different themes of specialization in Economics, you should also focus on the Internet advertising, because the success of any business depends on promotional activities. The quality of the advertising and promotion of any business will certainly guarantee success. This is due to the fact that the Internet is simultaneously: 1) a type of mass media; 2) means of communication (e-mail, communication programs, the Internet telephony, video conferencing) 3) a global computer network; 4) an interactive environment (e-conferences, feedback from customer, etc.) [4]. The presentation of information in the Internet is usually quite affordable - the visitor has the opportunity to view those web pages that he wants. As for your own advertising, you need to analyze the results of the promotional activities monthly: how big is the profit? who is the main client?, what can and should be changed? This monthly report is compiled and allows you to monitor the provided services and make timely adjustments to improve customer service.

It should be noted that the approaches used by foreign language teachers are individual, because of the creativity of a lecturer. Besides, rapidly changing environment of business in Russia should also be taken into account. To an even greater extent this can be applied to the Russian Internet, with its very dynamic quantitative and qualitative characteristics. To find the required information, you can use two search modes – standard and advanced. In the first mode, the keywords are listed in the query form. The advanced search allows to specify which keywords should ap-

pear in the retrieved documents, and which should not. In addition, in the advanced modes, additional search parameters can be specified. According to the rubrics the student looks for the home page containing information on the chosen topic. Further, the student should explore the content server page to discover the necessary information. At this level we may see a realized possibility of using a foreign language in dealing with certain professional tasks. Being acquainted with the problem from a scientific point of view and finding its solution based on various ideas, theories and concepts, the present stage includes the rationale for the different points of view and positions of specialists, scientists at the approach to the problem, to the definition of a particular concept, discussions of Russian and foreign scientists.

An independent search for information allows the student a much broader view of the problem, i.e. to go beyond the material presented in the textbook. In this case, we may see the constant improvement of the language skills of the student. The maximum of personal capabilities is used to train a high level professional. The result of the work of the student in the Internet is its performance in a foreign language in class. The basis of his performance is receiving and processing information. A young professional needs to be able to estimate correctly received and reviewed information in English and psychologically to foresee how it will be perceived by the audience. If a student wishes to demonstrate the results of his search for the information to the students in the group using Power Point Presentation, he will be able to provide effective means for the slide show: charts, drawings, podcasts.

Currently, the aim of teaching foreign languages should be understood as forming the personality of a student as well as the ability to participate in communication (both



direct and indirect) at an intercultural level. We are speaking about the creation of some specific features, a kind of a student's second language personality. These features are combined into one, and it is something that enables the person to perform not only a communicative, but also an intercultural function.

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