



## THE RELEVANCE OF THE USE OF MEDIA IN FOREIGN LANGUAGE TEACHING

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### Abstract

This article discusses the advantages of using different media in teaching foreign languages, the integration of information and communication technologies in the traditional educational process. The work also presents a selection of current English-language publications, their versions in electronic format, as well as Internet sites of international public information TV channels and news agencies. With the advent of digital platforms, the nature of modern media has changed; they have ceased to be one-pronged. The author emphasizes the exceptional effectiveness of the use of authentic material and a wide range of topics covered in periodicals, the linguistic relevance of mass media resources, their informative saturation for the formation of skills and abilities of interlingual and intercultural communication.

**Keywords:** mass media; TV channels; news agencies; authentic material; Internet sites; interlingual and intercultural communication.

Modern approaches to teaching foreign languages are aimed at the formation of a multicultural personality through the development of foreign language competence, the ability of representatives of different linguistic cultures and communities to effectively interact with each other. It is impossible to overestimate the huge information and communication potential of modern mass media (mass media). Working with foreign media services is aimed at developing linguistic and socio-cultural competence and intercultural communication skills within the international community.

The main task of mass media is to convey various kinds of information — verbal, audio, visual, using the principle of a broadcast channel. The media can include such traditional media as the press, radio and television, and relatively new forms of communication with the mass audience in the form of Internet resources, successfully replacing all of the above online versions of well-known newspapers and magazines, news agency sites.

With all the variety of forms and ways of presenting information to the general public, the newspaper is a key component in the overall media complex.



This is primarily due to the fact that the newspaper is the oldest mass media in which the formation of the fundamental categories of journalistic style characteristic of the language of the periodical press took place. In addition, this is due to the broadest daily availability of the newspaper. Thus, the text array of the newspaper still significantly exceeds all other media [1, p. 36].

It is worth noting that " the educational possibilities of mass media texts are huge: first, it is a rich linguistic thesaurus that reflects all the nuances of the movement of the language norm; second, it is an inexhaustible living source of socio-cultural information about the country of the language being studied; and finally, the material of media texts allows you to solve a wide range of methodological tasks: from fixing vocabulary to improving oral speech skills. Representing an excellent example of modern speech usage, mass media texts are included in most textbooks on the English language of various levels and directions" [1, p. 12].

The modern world of universal digitalization has covered all areas of our economy life, thus starting a rather painful process of falling circulation of the paper press. The closest rival and competitor of the usual printed newspapers and magazines is the multimedia space with its truly limitless resources. If even twenty years ago we literally "hunted" for authentic material from abroad on paper, today almost all periodicals from around the world are available in the original on the day of publication of the issue. Moreover, the feedback mechanism began to actively develop, as the audience was able to express their opinions, and the nature of the mass media ceased to be unidirectional. Thanks to the communication and educational opportunities of the Internet space, anyone can get the latest information from social networks or use the electronic version of the world-famous and influential print and broadcast media.

We are, of course, talking about large-format print editions with a rich history in the British print market. These include the so-called high-quality "The Times", "The Financial Times", "The Daily Telegraph", "The Guardian", "The Economist", "The Independent". Among the mass-market newspapers, or tabloids, the most successful are The Daily Mail, The Daily Express, The Daily Mirror, The Daily Star, and The Sun. All leading British publications also have Sunday editions: "The Sunday Times", "The Sunday Telegraph", "The Observer", "The Independent on Sunday", "The Mail on Sunday", "The Sunday Express", "The Sunday Mirror», «The Daily Star Sunday», «The Sun on Sunday», «People».

In the top authoritative and popular English-language publications, newspapers and magazines published in the United States traditionally hold the lead: "The New



York Times», «The Washington Post», «The Wall Street Journal», «USA Today», «The Washington Times», «Time».

Taking into account the effectiveness of using authentic materials and a wide coverage of subjects in periodicals and also given the nature of modern readership who have moved to the Internet, it has become obvious that the emergence of specialized journals for English language learners online, among which it is necessary to note such as "the English Magazine" (<https://english-magazine.org>), "Hot English Magazine" (<https://learnhotenglish.com>), "British Council Magazine" (<https://learnenglish.britishcouncil.org/magazine>), «Mental Floss» (<http://mental.floss.com>), "Yes" (<https://www.yesmagazine.org>) Thanks to the variety and novelty of the proposed material, as well as the information and methodological support of the above-mentioned publications, students learn and enrich their vocabulary more successfully and with greater pleasure, improve the perception of foreign language speech by ear, and expand their horizons. Video resources of international public information TV channels and news agencies: BBC News, Sky News, English Club TV, Euro news, Fox News, CNN, Reuters contribute to the formation of audiovisual competencies in teaching English. This can be both news videos and online reports. It is noteworthy that almost any video can be accompanied by a transcript or subtitles, built-in online dictionaries that remove language difficulties when learning new lexical units. Many media companies specifically develop a set of exercises and tasks designed for a certain level of English language proficiency.

Video news offers a wide variety of language and speech samples, since they may include different regional accents, special and professional vocabulary, and features of grammatical constructions, cultural features. While watching an authentic video, phonetic norms are memorized on a subconscious level, and attention is focused on the differences in the pronunciation norms of the English and American versions of the language, regional accents and dialects [2, p.26].

The main feature of the news format on television is a certain ratio of text content, video sequence and sound [1, p. 77].

The Internet supports students' interest in new, constantly changing and growing sources of information that the teacher can use in the learning process. The Internet can be considered both as a learning environment (interactive tasks on educational sites, viewing news in real time, distance learning) and as a source of a wide variety of educational materials in terms of quality, type and form [3, p.112].



There is no doubt that the integration of communicative tasks created on the basis of the living language of mass communication media into traditional forms of teaching foreign language communication can effectively form and improve not only the language and speech competence of students, but also the ability to use information and communication technologies in the process of independent and autonomous learning, thereby allowing the process of education and self-education to reach a qualitatively new level.

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