

- 1) при співставленні двох культур створювати такі образи, які взаємно доповнюють один одного;
- 2) розвінчувати неістинні етнічні стереотипи.

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## **USING APPS AND GOOGLE COMPANY PRODUCTS IN TEACHING BUSINESS ENGLISH**

Today we are an information society whose main feature is information and communication technologies (hereinafter - ICT) in all spheres of human activities. A wide range of ICTs is opening up new opportunities of future economists training. For this, ICT should have such characteristics as: availability, simplicity, reliability, low cost, stability, variability, quality. Information and communication technologies are used by everyone, in different areas of human activity, particularly in education. With the starting of the Internet era, mobile devices allowed the development of electronic, including mobile teaching. Almost all students have smartphones, tablets, other gadgets, that allow them to acquire new knowledge, communicate, relax etc. These are such features as portability, simplicity and accessibility mobile computer technologies have allowed the mobile training.

Use of information technology in the educational process is considered in the scientific works of both domestic and foreign scientists, among whom V. Bepalko, B. Gershunsky, R. Gurevich, Y. Horvits, M. Zhaldak, L. Morska, E. Polat, I. Robert, M. Varshauer, J. Wellington, and others. Studies confirm that a wide variety of modern information technology provides an opportunity to overcome the objective difficulties that arise in the process of learning a foreign language.

Information Communicative Technology (ICT), which is in educational activities, includes Google Apps Education Edition (Google Apps for Education). After all, Internet services and Google services Google are available 24 hours 7 days

a week. They are simple in implementation and use, and they are served by Google, therefore there is no need to download, install and maintain hardware and software yourself, and you can get started with minimal support from information technology professionals. Google company adheres to the confidentiality principles, which were set out in the US SafeHarbor (Safe Harbor) system, and ensures that Google's educational services privacy and user privacy protection will be provided at the highest level.

Google Apps for Education are free tools of communication, collaboration and publishing, including email accounts in your educational institution. A variety of services and GoogleApps services can meet any learning needs and ICT opportunities in the educational process. World ranking and leading technologies used by Google provide modernity and the quality of online resources created through Google Apps Education Edition.

Google's state-of-the-art services provide the opportunity of the future economist such skills as seeking information; comparing different sources; recognizing the necessary information; using different types of media resources.

Thus using Google products for future economists' professional training enriches their ability of using computer technology and working with information. In our opinion, usage of Google technologies that require the introduction of innovative approaches and the latest information resources can enrich the learning process. Competent usage of Google information products by all the participants of educational process provides an opportunity to increase the level of cognitive activity of future economists, as well as be a powerful motivational a tool to support and promote person-centered learning and students' self-improvement.

Analysis of a certain number of mobile applications gives the opportunity to name and assess their variety. Their using them allows users to improve reading, listening, vocabulary skills. It should be noted, that a large number of mobile applications use different tools at the same time (media content, play form lessons, mental cards) for a purpose to improve the quality of learning English.