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MOTIVATIING STUDENTS TO STUDY ENGLISH AND DEVELOPING THEIR COGNITIVE ACTIVITY AT NON-SPESIALIZED HIGH SCHOOLS

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As TV, computer games, correspondence courses and new video courses have spread widely attracting pupils of

diverse interests; teachers have wondered how they can win their pupils back. What makes a student want to study a foreign language at school with lots of alternatives around him? Motivation is the key element. An important task for a teacher is to support students' motivation. The greater the value that an individual attaches to this or that activity, the more highly motivated they will be. Now young people are more interested in independent self-study which leads them out of the teachers' total control and dependence on their intelligence [10:30].

The relevance of the selected problem is determined by the dynamic transformation in our society which requires a new generation of the young people who will be able to adopt in a quickly changing modern world. The loss of interest in the learning process requires the use of new technologies and methods of teaching, introducing new pedagogical methodic techniques, searching and updating old teaching methods aimed at enhancing cognitive activity of students and the desire to study [2:140].

It is not a secret that a government of a country must have different functions within a country. One is to create, shape and practice their own values, making optimal view of life-living using priorities in moral of this society and doing this making the society more united and more unique. These functions the government gives to the educational system. It provides the follow up of socio-cultural, law, and moral standards to a new growing up generation, where the models of behavior are made for certain situations. [3:69] The Norwegian experience shows that it is possible to reform the educational system in a country in a short time, if the government will support it; the duties must be shared with a right balance between the national, regional, and local authorities. The Ministry of education should control and correct all the questions using constructive critics [3:70]. The government is responsible for building this task and main strategy plan for the development of the educational system in Ukraine.

We realize the importance and the necessity to put into teaching practice the process of new informative technologies. We go into the European market and many countries do not satisfy with the results of our traditional educational system that was the reason for reformation in our school system. The goals and tasks have been changing in the informative society. New methods are oriented on a person instead of the traditional teaching. Traditional methods are changed on innovation methods. Nowadays there are many computers at schools and in private houses. People have learnt how to use a lot of internet, electronic books, video, CD studying and teaching foreign languages [1:38].

At our university the educational syllabus includes hardly up to 100 hours of English for a group. So from the first classes we try to involve our learners in the longer-term planning and in the day-today organization of the techniques and materials of language teaching. We encourage our learners to produce their own learning materials. And the advantage of it is the motivation for the learners to see their own material to use in class, understanding the underlying principles of learning and learning materials. Another approach is to get learners to think about their current learning preferences and to identify the methods which they find most useful so that they may become more efficient language learners.

To achieve goals means to help learners learn successfully, to adapt and change in the changing world, to realize that no knowledge is secure, that only the process of seeking knowledge gives a basis for security [10:28]. So the necessity of placing a student in the centre of the learning process, teaching him to be autonomous through learner training has become vitally important nowadays.

And it is the teacher's duty to implement this aim, to transfer responsibility for learning from the teacher to the student, to respect individual learner differences and to assist the learners in discovering their own learning processes and preferences [4:50].

To obtain positive and effective results, to gain this target in the educational process, a teacher should base his language teaching on the most impotent acquired motives: the first is for social approval - from one's parents, one's teachers, and one's peer group. The skilled teacher takes advantage of this need and uses it to help nourish a genuine love of learning in his/her students. Another important motive is based on the need for achievement. This need may become autonomous and function as an intrinsic drive to succeed.

We see that a modern teacher can't work without a computer now. But at the same time we don't have many methods of teaching how to use new technologies. Teachers use their feelings and intuition in preparing for the lessons. There are some problems and questions in this educational process. Here is a plan of a lesson with using the multimedia resources in teaching:

- Preparing: telling the students the aim of a lesson, preparing them for the computer work, motivate them with the computer and draw their attention that they will be ready to accept an aim of an activity

- "Communicative attack": revision with different tasks, memorizing and checking the results of the students.

- Giving new material, studying it, finding connection with other topics from this subject or with other subjects.

- The part of memorizing and repeating the new material, correcting wrong students' viewpoint that they got before.

- The part of creativity and testing control.

We have got some practice in educational process which allows us to create teaching models of a lesson using multimedia recourses: a) using multimedia courses at CD-Rom: audio or video; b) using internet technologies; c) dialog; d) using teaching info from the distance; e) using multimedia projects which are always stimulate students to work by yourself or in groups and be creative; f) electronic books and

lectures which can have internet addresses, animation, a speech, interactive tasks, multimedia effects, g) slides which are made in "Power Point" program. They can have pictures and texts, using a dictionary or vickypedia info.

Modern tendencies in developing our society toward European Union simulate the educational system to create new methods in teaching. There is a need to reach a professional speaking level in studying foreign languages. We have to be oriented on a new teaching system and change our priorities, methods and thinking to be able to realize new tasks and new way of living in the new society. And a teacher was and still is one of the important figure in the modern educational process. He/she must organize the process, stimulate the student's conversation and help students to explain, follow the discussion and be tolerant.

So, indeed at the present time stage we have a task how to improve the methods and means of education with priority forms that involve students in active cognitive activity.

How can you teach someone who doesn't want to study or is not able? There is no answer to his question even now. A modern student is not very happy or active about receiving knowledge. How is it possible to stimulate him to work? How is it possible to create a desire to learn something new? [1:39]

It is not a secret that much depends on the teacher, how he/she can organize the work in the classroom, and which methods will be used. Therefore, if the teacher is professional enough the results of his/her work will be shown. In the educational process of learning all the cognitive activities are important as are all the methods and techniques [6:253].

We know that the learning process is not identical for all people and identifying preferred learning styles helps us in determining choices, decisions and possibilities in teaching.

Not less important for a teacher is the necessity to know whether the student learns better through a particular sense. For example, some learners have to see things written before they can remember them (visual sense). So the aural is reinforced by

the visual medium. Others learn best from what they do, their preferred learning style is kinaesthetic [12:46]. Our language classes are made up of students with various learning styles. And we take into account this fact while providing a variety of activities and opportunities to use and develop these senses.

We do our best to encourage the students to try out the learning styles they may feel less comfortable with or perhaps don't even bother them. The fact that students are made aware of different styles helps them to refocus their sensory channel which will enable them to learn more effectively.

The next point in making learners more involved in the learning process is learning training which is about establishing good work patterns so that learners can take greater responsibility for their own learning and become more independent, in other words, learner autonomy. Learner training means work on teaching learning as well as teaching English. So the teacher's role here is to prepare (to find more effective ways of working) and encourage students to go on learning outside the classroom and after the course is over by providing them with strategies. It trains students to learn more efficiently by giving them an active role in the learning process. Learning training can be successfully achieved by discovery techniques or awareness raising activities when learners are given samples of the language and then explore them themselves to discover how the language works [7]. We should admit that a substantial amount of classroom time should be devoted to helping our learners learn how to learn.

On having discovered all the previous points the teachers are able to conduct their classes cooperatively with their students, their activities are motivated and recognized by the students who are autonomous learners.

The classroom setup when a learner is in the center of the learning process does not rely on preset formulas or magical recipes; it requires involving students in the teaching process, makes our lessons varied and always engaging and students, enjoy them and find them motivating.

The primary condition for developing communicative skills for the future specialists is to use their reflexive reaction in communicative speaking and to improve their communicative competence. According to these conditions, teaching should be built with a close connection to their specialty. When students realize the importance of their professional communicative skills for their future profession, it forms a serious attitude toward learning and stimulations for self-studies. According to this teaching method the lessons should be built close to a real situation or create a real life situation.

Passov U.I. talks about this communicative method. His main idea is to make an education process similar to the process of communication, close to a real life. The learning process can be real and similar to an ordinary life situation.

This method is still new and interesting and there is a field of studying it. We can create many new technologies in teaching. This is an experimental area for teachers of high school. Many scientists such as Markov V., and Lapin M., Widowsan G. study this subject and discuss the diversity of this method. When teachers use the communicative method in their classes the students develop and improve their conception about their future profession [2:139].

The difficult but effective form for the class activity is the role play game. The goal of this game is to form the attitude toward the particular life situation, to gain the experience through the game, and to help to educate students through their experience and feelings. This method will develop their imagination and critical thinking finding the solutions of solving questions and passion for others. There are some rules students must follow, such as be patient, follow the discussion, take turns, be respective to others and at the end of the game to be able to analyze it. A teacher has to plan this lesson carefully with all details, watch and count the time properly, to explain the rules and stimulate the students to participate.

There is another important communicative method – a discussion. This means the wide, open public discussion of quarreled questions. This method helps to learn a great deal, to develop creativity and personal qualities of students. This method is also a good stimulus and motivational tool for speaking. Students learn how to form their own opinion and prove their point of view and respect for others. It is more difficult to have a discussion then to just read and translate a text. Students must know many words, understand the subject, and be able to listen to others and replay. Also, the important part in a discussion is to be polite to people and be tolerant to other's opinions [2:140].

This all goes to another method which is stimulating the discussion. Stimulation motivates the students for the unexpected, not for prepared speaking. This activity can be organized after watching a movie or a part of it and then discussing it. This method is very effective [8:285]. Students get involved in it very quickly and with pleasure. They think, speak their mind, they have to think about grammar and to be able to speak up. All this helps a teacher to see the level of the students, their ability to use their knowledge while speaking. This also influences for gaining the skills.

Every new methodological technique refers (direct) to a development of a person, and his/her intellectual and technical progress. The new methods support communicative activities which is oriented toward a wide development of a student's personality.

And now when the goals have been set and the basic motives have been outlined, it is necessary to create a productive learning environment for students.

We start to create a productive learner-centered environment with:

1) stating the goals and objectives of learning together with the students:

2) using *controlled, guided and free* activities:

3) Involving students in determining lesson content whenever possible.

An effective instructional strategy for getting positive results is cooperative group learning that calls for students to work together in groups and pairs in order to achieve a common learning goal [11:209]. During this collaborative work students develop social skills as well as language proficiency.

The development of a wider range of strategies will enable students to become more flexible and independent in their learning as well as more responsive to different teaching styles. The teacher can develop students' learning skills and provide them with strategies to think about and understand how they learn best [9:212]. There is an increasing recognition of the need for students to take responsibility for their own learning and the teacher plays a crucial role in helping students develop ways to organize their own learning.

The progress in learning a foreign language is based on compelled hard work. Because of the lack of necessary literature in English in the libraries or difficult access to them the pupils have to do much translation from Russian publications. Doing this the pupils master their lexical and grammatical skills, logical thinking language awareness and train translation secrets and techniques. All these let a student experience self-fulfillment, reveal hidden abilities and talents, increase self-confidence. Though most of the papers are abstract, our goal is to gradually bring them to the research level.

As an essential activity scientific research work at university with a special emphasis on the individual aspect of study plays an important and indispensable role in teaching English to learners of intermediate and higher levels, it also helps teachers to adjust their teaching methods in accordance with the learner's expectations [10:195]. Effective instruction and careful analysis of information together with sufficient language input and speech promotion activities will gradually help learners speak English fluently and appropriately. All

acquired techniques and knowledge can become a precondition to successful scientific work further in life.

In the modern conditions of the Ukrainian development the spiritual space integrates into the European community. There is also an Educational program and there are some doctrines which stimulate to modify educational paradigms, create new methods of teaching and technologies, reorientation of approaches and priorities in philological and up-bringing process. The concept of general education includes providing intellectual and creative development of students, development their wiliness and ability to study.

The modern level in the development of the Ukrainian society has changed with more open ways toward the European world. In politics, economics, culture and other parts of life, Ukrainians become in touch with the foreign people and countries either it is related to a professional level or personal spiritual needs. So we can say that there is a social necessity for having a good knowledge of a foreign language for Ukrainians. The modern situation influences also on an educational process at school. The government generates special programs with a need of the society. Students are supposed to have a certain level in communication which will satisfy the professional level of speaking in our modern life. This is the demand of our society in education for future specialists [5:10].

The teacher is still one of the main figure in the modern educational process who is a spiritual leader and able to full fill students with motivation and find a good stimulation in a passion to study, to work, to life [10:47]. Today in the modern society the questions about how to prepare students for life and work, how to stimulate them to study are very popular.

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