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## МЕТОД ПРОЕКТОВ ПРИ ИЗУЧЕНИИ АНГЛИЙСКОГО ЯЗЫКА

При изучении иностранных языков наиболее значимые результаты дает метод проектов. Данный метод позволяет создать на уроке творческую атмосферу, где каждый студент вовлечен в активный процесс на основе методики сотрудничества. Цель проектов – способствовать формированию системы знаний и умений, воплощенных в конечный интеллектуальный продукт; содействовать самостоятельности, умению логически мыслить, видеть проблемы и принимать решения, получать и использовать информацию, заниматься планированием, развивать грамотность и многое другое. Основная идея подобного подхода к обучению иностранного языка заключается в том, чтобы перенести акцент с различного вида упражнений на активную мыслительную деятельность учащихся, требующих для своего оформления владения определенными языковыми средствами.

While studying different languages the most successful results can be reached by using case study approach. Case study permits to build up creative atmosphere where every student is involved into an active distinctive process based on the policy of cooperation.

The purpose of case study is to contribute to organize a system of knowledge and skills. Incarnated into a resulting intellectual product, to help developing self-dependence, ability to think logically, to foresee problems and to make decisions, to obtain information, to learn planning, to evolve grammatical correctness and etc.

The main idea of this approach to studying English consists of transferring the accent from various exercises to students' thinking activities, which require certain language assent to be executed.

Case study method is personally directed education directed on student development. Cooperating with teacher and other students, the motivation to study rises, stress declines, belief in success enlarges. Consequently goals that can be reached are:

- Durable knowledge;
- High level of students' self-dependent work;
- High level of scientific nature in students' knowledge;
- Ability to work in a team and to conduct discussion;
- Unity of the group;
- Motivation for the group's goals.

Also usage of case study method can solve these problems:

- Low level of self-dependent students' work;
- Overwork of teachers and students.

It becomes possible to apply language skills on practice if you use case study method. Case study implementation gives students the possibility to see benefit of learning English language. Therefore students' interest in English increases.

Much time is needed to accomplish case study, but efforts are worth spending since during the project a number of important objectives can be solved. Here are some of them:

1. Lessons are not limited by just getting certain knowledge and skills, but they led students' practical activities, wounding their emotional sphere. Because of that students' motivation to study English amplifies;

2. Students get the possibility to implement creative work in the context of given task. They manage to obtain essential information using various sources;
3. All the educational process in case study approach is focused on a student: first of all student's interest, life experience and individual abilities are taken into account;
4. Extends individual and group responsibility for a definite work in the context of the project;
5. Joint work in the project teaches students to carry work to its conclusion.

Communicativeness is one of the main characteristics of case study. Students suppose to express their opinion and feelings. Telling others about themselves and about outward things in English students start to see and to realize the value of English as an international communication. They can meet situation in which it would be essential for example to lead the negotiations with international partners and case study helps them to be prepared for it.

No one claims that case study can solve all the problems in studying English. However case study is an affective remedy from boredom.

Basing on principles of communicative approach case study method allows to naturally integrate student's knowledge from various areas of science due to find right decisions, it gives students opportunity to use their knowledge on practice and generate new ideas.

There are some peculiarities residing to case study method:

- Work in small groups in order to find joint decision for the given task with further discussion of the proposed resolutions;
- Implementation of tasks that come out of the educational program scope and develop students' professional skills;
- Natural integration of basic skills and development of intercultural communicative competence.

When it was our 1<sup>st</sup> year of studying at the university our group was given one-term case study project on the subject "Advertising". All the students were divided into several groups and were having the aim to work up advertising campaign for a certain product, to determine product's target market, to create new slogan, TV or radio commercial. The project resulted in a presentation where the best advertising campaign was selected. The presentation went out successfully. Such practice was useful for us because we got a bit of PR experience.

Nevertheless such long-term case study project is not always appropriate for realization during the educational process. It takes too long and doesn't leave time to study any other topics. That is why another method of case study was developed. The project should take 1 or 2 lessons in general. Short-term case study is a good way to take students' interest, to use their skills and knowledge on practice and better learn new material. One of the best projects conducted in our group was "Innovation". The task was to invent a leather product for a Leatherware Association. The team who worked out a project of a chair made from a cloned human's skin won. They even mentioned that this skin can belong to the customer's rival. Their presentation was built up competently and efficiently. However the main advantage of their project was novelty and singularity.

Among the text books based on case study method I would say that Market Leader written by David Cotton, David Falvey, and Simon Kent is one of the best. It successfully balances theoretic exercises on different topics and practical case study projects as a strengthening of each topic.

As a conclusion I would like to notice that case study projects are a kind of model game in which every student takes the most suitable part for him and it is a great opportunity to develop and to use managerial, creative and other professional skills.