Ткаленко Антоніна Миколаївна

старший викладач кафедри іноземних мов

Київський національний університет

технологій та дизайну (м. Київ)

TEACHING ESP FOR DESIGNERS IN NON-LINGUISTIC UNIVERSITY

English for specific purposes (ESP) is a learner-centered approach to teaching English as a second or foreign language to students, who need it for a particular job or activity. It usually refers to teaching the English language to university students or people already in employment. A course of ESP focuses on one occupation or profession of a student, such as English for designers, Business English, English for medical professionals, English for IT specialists, etc. ESP is different from standard English teaching. [3] ESP teachers should be well aware of the content of the specialty to prepare students for the free use of English in their professional future.

Previously, there was no need to formulate the reasons for learning a foreign language. Over time, English has become the universally recognized international language of technology and trade, a new generation of students has formed, who know exactly why they learn the language. [1, c. 68] For example, IT students who need English to master programming. Future designers get the opportunity to use international freelance platforms and communicate with clients from all over the world. Often, knowledge of a foreign language not only helps a specialist in his main activity, but also ensures career growth and, accordingly, high wage.

New researches in pedagogy and psychology has also contributed to the teaching of ESP. Particular importance was attached to the personality of the student, his requests, interests, attitude to the learning process. The use of special thematic texts in training has become standard. [1, c. 69]

The training material should be based on interesting and relevant texts and activities that form a wide range of skills. The text helps to master communication skills and reading skills and can be used as a source of new vocabulary. Studying special texts increases students' motivation, thus making the process more efficient. Students will be able to use the studied material in their future work.

While training future designers at the Kyiv National University of Technologies and Design, the textbook "ESP: Design" is used, which was created by teachers of the Foreign Languages Department. The above-mentioned textbook is aimed at the all-round development of future professionals in the field of design and helps to improve students' English-speaking professional competence.

Didactically and methodically developed and systematized educational material is aimed at development of all necessary language skills: reading, writing, listening, speaking.

The textbook focuses on students' active cognitive activity, independent creative work, formation of practical skills of professional English communication. The texts contain information on the history of art and design, biographical information about famous designers, as well as basic information about different fields of design: interior design, graphic and web design, photo and video design, stage design, textile design, clothing design, etc.

The textbook includes 16 lessons, texts for listening, texts for additional reading and a glossary. The first text of the lesson is aimed at developing reading skills, enriching students' language skills, as well as text analysis.

Pre-text exercises help to overcome language difficulties and understand vocabulary of the lesson. After text exercises are aimed at conscious practical mastering of language elements and stylistic features of the text.

The second text of the lesson is used for classroom and self-study, exercises and tasks have a communicative focus. Students should understand the main content of

the text, define the main idea, novelty and significance of information; practice translation and rendering skills.

Also, tasks for listening were developed. They are aimed at developing listening comprehension skills, highlighting basic information. Questions and tasks allow for more effective learning of educational material by students and contribute to the formation of practical techniques and skills of logical thinking. [2, c. 5]

In conclusion, ESP training for designers, as well as for other professional areas, requires a properly chosen teaching material. It should include language material related to a particular specialty and form the language skills and communicative competence of students. Namely, speaking, listening, reading and writing skills.

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