

- приймати участь у дискусіях.

Сучасна комунікативна методика пропонує широке впровадження в навчальний процес активних нестандартних методів і форм роботи для кращого свідомого засвоєння матеріалу. У практиці виявили досить високу ефективність таких форм роботи як індивідуальна, парна, групова і робота в команді.

Найбільш відомі форми парної і групової роботи:

- внутрішні (зовнішні) кола (inside/outside circles);
- мозковий штурм (brain storm);
- читання зигзагом (jigsaw reading);
- обмін думками (think-pair-share);
- парні інтерв'ю (pair-interviews) та інші.

Таким чином, можна зробити висновок, що ефективність комунікативно спрямованого навчання іноземних мов у вищій школі залежатиме від бажання і здатності викладачів скористатися позитивним досвідом вітчизняних і іноземних учених і практиків щодо гуманістичного підходу у навчанні, розуміння необхідності відмовитися від авторитарних і схоластичних методів.

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Cultural globalization and its profound effect on the English language proliferation

In this article the proliferation of English language under the impact of cultural globalization and its effect on the society is considered.

integration, globalization, denominator, proliferation, globalized power relations, multilingual, cultural globalization

The integration, or coming together of the world's cultures and economies is commonly known as globalization, and a shift in language usage and language demarcations is closely bound to these global changes. These international shifts and trends affect the languages that we all speak, which in turn have a marked effect on the functions and organization of our brains and the way that we think. Due to the rise of globalization, it seems that the English language more than any other is having the most pronounced and lasting impact on the collective networks of the world mind.

Over the years, English language has become one of our principal assets in getting a global leadership for everything in the modern world.

One of the most important aspects is that the English language comes to our aid in our commercial transactions throughout the globe. English is the language of the latest business management, the world proficiency in English has brought laurels to business managers. English is a means not only for international business; it has become increasingly essential for inter-state commerce, communication and negotiation.

The English language is the second most widely spoken tongue in the world today. Of the 6912 living languages listed on the Ethnologic language database, only Mandarin is spoken by more people. It is the English language however that seems to be having a bigger impact on the world as a whole and has become the global de-facto standard used in business, cultural and political exchange.

Moreover, it is also the most spoken official language. It is the primary language used in international affairs. The English language has an official status even in nations where it is not the mother tongue. English is indisputably the primary language of global trade and commerce. In many countries, most tourism authorities and other officials in contact with the public speak English to interact and engage with tourists and immigrants.

The English language has over 500 million people that speak it, with 340 million of these using it as their primary or first language.

However, about one hundred years ago many educated people learned and spoke French when they met people from other countries. Today most people speak English when they meet foreigners. It has become the new international language. There are more people who speak English as a second language than people who speak English as a first language.

There is a huge cultural uptake of English, with dozens of variations on the language coming into existence as people have shaped it with their own cultural conditioning. These differing versions of the language are still understandable as English however, and have helped it to evolve and grow at a rapid rate.

English has become a sort of common denominator in international affairs, as it has a fairly open ended linguistic structure and is able to be understood in a wide variety of circumstances. The birth of the Internet in an English speaking country has also had a huge impact on this global evolution of the language, with almost 80 % of the worlds' digital information now stored in English.

In universities and colleges in Great Britain, the Unites States, Canada, Australia, New Zealand and Singapore, which attract the most number of international students, the primary language of instruction is English. Most of the top business schools, medical centers and advanced-study institutes are located in North America and Great Britain, and English is the language used in every activity at these institutions of higher learning. Most peer-to-peer journals and technical periodicals that give international acclaim to scientists, engineers, technologists, and technocrats are printed in English.

The influence of the United States and Great Britain on political affairs and international relations for the past 100 years has ensured the proliferation and acceptance of English as the primary spoken language in many countries. The widespread acceptance of American pop culture has also contributed to the primacy of the English language. A working knowledge of English is important for diplomats and high-ranking officials in such major countries as Germany, Japan, France, South Korea, Brazil, Italy, and Russia so they can better understand the nuance and craft of global affairs and international diplomacy.

English is the key to businesses and communication is the key to profit. When you have a board meeting with a manager, manufacturer and buyer, all three from different countries, it's of utmost importance that the exchange of words is in one clear language. English is the international language for corporate meetings.

You can expand job offerings and placements if you add English to your resume. There aren't scales of jobs that depend upon you to know or not the language. In today's economy it's almost a requirement to dominate the terminology. Upgrade your possibilities and income by feeding your vocabulary a new integration of words. Be a part of the enlightenment of learning a whole new world of expressions and unlimited communication in English.

Given that English has acquired its world-wide reputation due, in large part, to globalized power relations, those companies and governments employing well-trained non-native speakers for their international business communication needs will obviously see the advantage of hiring non-native speakers of the English language with multilingual talents.

In conclusion it should be mentioned that English has become a widespread language around the Globe as the result of cultural globalization and a sort of common denominator in international affairs, as it has a fairly open ended linguistic structure and is able to be understood in a wide variety of circumstances.

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Н. Гречихіна

Культурна глобалізація та її значний вплив на розповсюдження англійської мови

В статті розглядається розповсюдження англійської мови під дією культурних глобалізаційних процесів та їх вплив на суспільне життя.

Н. Гречихина

Культурная глобализация и ее сильное воздействие на распространение английского языка

В статье рассматривается распространение английского языка под воздействием культурных глобализационных процессов и их влияние на общество

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