THE ORETICAL ASPECTS OF TEACHING COMMUNICATION IN ENGLISH TO HIGH SCHOOL STUDENTS USING MASS MEDIA IN VLE

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Аннотация

Өзектілігі. Бұл мақала орта мектеп оқушылары арасында ағылшын тілі сабағында БАҚ-пен сөйлесуді үйретудің теориялық аспектілеріне ғана емес, сонымен қатар алынған білімді іс жүзінде қолдануға да арналған. Авторлар сөйлеу, жазу, оқу және тыңдауды үйретуде бұқаралық ақпарат құралдарының рөлін қарастырады және коммуникация, медиаұғымдарымен қашықтықтан оқытудың ерекшеліктерін ашады.

Мақсаты: ағылшын тілі сабағында қарым-қатынасты дамыту үшін медиаматериалдарды қолдануға үйрету.

Түйінді сөздер: коммуникация, ақпарат құралдары, сөйлеу, жазу, оқу, тыңдау.

Аннотация

Актуальность. Данная статья посвящена не только теоретическим аспектам обучения коммуникации старшеклассников на уроках английского языка с использованием СМИ, но и практическому применению полученных знаний. Авторы рассматривают роль СМИ в обучении говорению, письму, чтению и аудированию, раскрывают понятие коммуникации, СМИ и особенности дистанционного обучения.

Цель: научить использовать материалы СМИ для развития коммуникации на уроках английского языка.

Ключевые слова: коммуникация, СМИ, говорение, письмо, чтение, аудирование.

Abstract

Relevance. This article is devoted not only to the theoretical aspects of teaching the communication to high school students in English using the mass media, but also to the practical application of the knowledge gained. The authors consider the role of the mass media in teaching speaking, writing, reading and listening, and reveal the concept of communication, mass media and the features of distance learning.

Goal: to teach the use of the mass media materials to develop communication at English lessons.

Keywords: communication, mass media, speaking, writing, reading, listening.

The changes taking place today in public relations, in the means of communication require an increase in the communicative competence of schoolchildren, an improvement in their philological training, therefore, the study of the English language has become a priority as a means of communication and generalization of the spiritual heritage of the countries of the studied language and peoples. Foreign language teachers are faced with the task of creating a personality who can participate in intercultural communication.

The ability to communicate effectively is the most important of all life skills. Communication is simply the act of passing information from one place to another, whether orally (using voice), writing (using print or digital media such as books, magazines, websites or emails), visually (using logos, maps, charts, or graphs) or non-verbally (using body language, gestures, tone and pitch). Effective communication skills are fundamental to success in many areas of life. Many jobs require strong communication skills, and people with improved communication skills tend to have better communication with friends and family [1, p.4-6].

Different scholars have defined communication in different terms. The following are some of the important definitions of communication.

● According to Newman and Summer, "communication is an exchange of facts, ideas, opinions or emotions by two or more persons"[2].

● According to Leland Brown, "communication is the transmission and interchange of facts, ideas, feelings or course of action"[3].

● According to Allen Louis "communication is the sum of all the things one person does; when he wants to create understanding in the mind of another. It involves a systematic and continuous process of telling, listening and understanding"[4].

● Ordway Tead thinks communication is a composite information given and received out of a learning experience.In this, certain attitudes, knowledge, and skills change, carving with them alterations of behaviour, of listening effort by all involved, of a sympathetic fresh examination of issues by the communicator himself, of sensitive interacting points of view, leading to a higher level of shared understanding and common intention [5, p.59-60].

● According to M. T. Myers and G.E. Myers, "communication refers to a special kind of patterning: a patterning which is expressed in symbolic form." For communication to take place between or among people, two requirements must be met: (1) a symbolic system must be shared by the people involved (we need to speak the same language or jargon or dialects) and (2) the associations between the symbols and their referents must be shared [6].

● According to Katz and Kahn, "communication is the exchange of information and the transmission of meaning.It is the very essence of a social system of an organization" [6].

Thus, communication is the act and process of interaction between contacts through the use of a common sense of used and perceived information. In a broader sense, communication as "a social process, either with communication, the exchange of thoughts, information, ideas, and so on, or with the transfer of content from consciousness to another through sign systems."

As for the virtual learning environment (VLE), the authors give the following definitions:

"Computer/technology-based environment which is moderately opening systems, allowing communications and information sharing with other participants and instructors' and providing access to a wide range of assets and resources" [7, p.63].

"A system for delivering learning materials to students via the web." [8, p.2-5]

"Software designed to support learning activities that involve information and communication technologies, and that allow us to integrate multiple languages and multimedia resources, to present the information in an organized layout, develop interactions between people and objects of knowledge and elaborate and socialize productions. They are especially created to help teachers elaborate contents and administer them, as well as to allow a regular follow-up of the students' progress. They are also considered to be additional tools to be used in in-class situations." [9,p.5-9]

"This refers to a system for delivering learning materials to students through the web, which includes assessment, student study tracking, collaboration and communication tools, which can be accessed both on and off-campus, thereby supporting students' learning outside the school premises, 24 hours a day and seven days a week." [10, p.7-8]

"A platform which allows educators to deliver material, interact with learners and track progress."[11,p.6-18]

"It is a web-based platform to deliver and share teaching and assessment materials (e.g., reading list, module handbook, lectures' notes, tutorials' questions, e-assessments, and e-feedbacks) with students." [12, p.1]

"A VLE refers to the components in which learners and tutors participate in 'online' interactions of various kinds, including online learning."[13,p.9-10]

"An online platform which can be used by tutors and students as a tool within the learning process. It can be used to post learning materials, but also to stimulate discussions, to submit and evaluate student assessments." [14,p.10-13]

The Law of the Republic of Kazakhstan "On Education" defines distance learning technologies as training carried out using information and communication technologies and

telecommunication means with mediated (at a distance) or not fully mediated interaction between a student and a teacher [15].

Based on the above definitions, we can conclude that a virtual learning environment is communication between a teacher and a student through Internet technologies. The student gets access to video lessons, teaching materials, online communication with the teacher is possible. After completing the lesson, the student completes his homework. Based on the results of the training period, the student passes the certification online. Of course, when implementing educational programs using exclusively e-learning, distance learning technologies in an organization carrying out educational activities, conditions must be created for the functioning of a virtual information and educational environment.

According to Oxford Dictionary Online, the mass media are sources of information and news such as newspapers, television, radio and the internet, that reach and influence large numbers of people [16]. There are 3 main types of mass media: print media, electronic media and new age media.

Print Media include:
➢ Newspapers
➢ Magazines
➢ Booklets and Brochures
➢ Billboards

Electronic Media include:
➢ Television
➢ Radio

New Age Media include:
➢ Mobile Phones
➢ Computers
➢ Internet
➢ Electronic Books [17].

Print media disseminate information through printed materials, not only through newspapers, billboards, magazines, booklets and brochures, but also through house magazines, periodicals or newsletters, direct mailers, handbills or flyers, press releases, and books. Consider the main ones.

Electronic media is the kind of media which requires the user to utilize an electric connection to access it. It is also known as 'Broadcast Media'. It includes television, radio, and new-age media like the Internet, computers, telephones, etc.

New Age Media: With the advent of the Internet, we are now taking advantage of high-tech media that is not only faster but also has a wide range of capabilities. Mobile phones, computers and the Internet are often referred to as the media of the new century. The Internet has opened up several new avenues for mass communication, including email, websites, podcasts, electronic forums, e-books, blogging, social media, Internet TV and many more [18].

By mean of information transmission Mass Media can bed divided into:
➢ Visual
➢ Auditive
➢ Audiovisual

In the form of text presentation Mass Media can be **oral** and **written**[19].

Today, in addition to conventional teaching methods, teachers use media materials to improve students' English skills. Modern mass media provides the teacher with a wealth of material such as articles, videos, blogs, audio, etc. The mass media provides students with extensive language practice through classes using materials from the media. For example, through podcasts, videos, students can improve their listening and speaking skills, through Internet blogs and news, students can improve their reading skills, through various articles and magazines, students can improve their writing and writing skills. reading skills. Mass

media materials and sources also provide students with a variety of activities in and outside the classroom, promoting enhanced reading, giving students the confidence and ability to continue reading outside of the classroom, and above all they increase motivation. [20,p.83-86]

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