

of economy and science, the teachers and students communicate more and more with the foreigners, which requires the teachers and students not only learn more about the different cultures in different countries but also know how to express the different cultures in communication.

In order to teach students the nation's lexeme and its usage, English teachers should combine the language knowledge with the vocabulary, sentence structures. Combining teaching with the culture background means that we should know well the importance of the culture and its terms in using. In addition, the teacher can compare the culture of vocabulary in both languages, and stress on the difference and its specific usage. The students are asked to make up dialogs that involve different spheres of life in order to know how to act and speak in some specific situations according to the language and culture that are being learned and to train their communicative ability. This demands that the teacher must improve the teaching method, joining the language teaching with the culture teaching.

CULTURAL FACTORS IN TRANSLATOR'S LANGUAGE LEARNING

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In the context of globalization of international contacts, the importance of learning a foreign language, which plays the role of an important medium of communication, is growing. The problem of values remains urgent, it is the subject of constant attention of domestic and foreign philosophers, sociologists, psychologists and educators.

The primary purpose of a foreign language is to promote students' ability to communicate verbally and in writing according to the motives, goals and social norms of speech behavior in typical areas and situations. The main purpose of learning a foreign language is to form students' communicative competence, the basis for which are the communication skills formed on the basis of linguistic knowledge and skills. The development of communicative competence depends on socio-cultural and sociolinguistic knowledge, skills and abilities

It is important for language learning to adopt a competency-based, language-oriented approach to language learning that will be communicatively appropriate to use the language tools for successful multifaceted life activities.

Analyzing current approaches to learning a foreign language, it is possible to note the orientation of its content on the values of personal development and humanism. Humanism is an outlook based on the attitude to human being as the highest value, the protection of the individual's right to freedom, happiness, comprehensive development and the manifestation of his or her abilities.

Formation of translation skills, development of skills of interpretation and translation is carried out on the basis of authentic materials that relate in their subject matter to the type of profile study. The course of study should be directed not only to the improvement of communicative competence, but also to the formation of personality and individual worldview, the expansion and generalization of knowledge of native culture and history, the development of research skills. To do this, you can use project forms of organization of activities, discussions, debates, preparation of reports, communications. Particular attention should be paid to the development of skills to express clearly and clearly the opinions, to take into account the specificity of the audience and to adapt their speech in accordance with the conditions of communication, to reasonably argue their own point of view. The organization of training should be based on the principles of continuous speech interaction, creative approach to mastering knowledge, skills and abilities, individual activity.

Therefore, the modern organization of foreign language learning should ensure the communicative activity of the process of mastering the language in integration with the intercultural orientation of its content. Contemporary foreign language content is focused on the values of personal development and humanism. In order to form a linguistic personality, one must concentrate all its efforts. The issue of improving the quality of foreign language learning remains relevant.

КУЛЬТУРОЛОГІЧНЕ ЗНАЧЕННЯ ФРАНЦУЗЬКОЇ МОВИ В ОСВІТНІХ ПРОГРАМАХ ТУРИСТИЧНОГО СПРЯМУВАННЯ

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Сучасний ринок праці невпинно загострює увагу на ключових критеріях професійної придатності випускників закладів вищої освіти, де важлива роль відводиться гуманітарному змісту їх підготовки. В першу чергу, це торкається ґрунтовної культурологічної складової, яка сприяє не тільки формуванню