

- to pay the student the *monthly remuneration fee* agreed upon in the contract
- if possible, the company will enable qualified employees to be part of the examination boards of the university
- companies are invited to encourage qualified employees to participate in lecturing at the university site during the theoretical phases → make sure that the lectures comprise topics of *practical relevance*
- this may in particular include employees after their retirement from the company

The cooperative study program optimizes the combination of integrated-job training and academic learning, giving a maximum number of chances for a successful career entry. It combines the most important components of successful occupational and academic training: creative thinking and practical perfection.

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## **INCREASING PUPIL’S MOTIVATION AT SCHOOL IN THE PROCESS OF LEARNING ENGLISH BY INTEGRATING SOCIAL AND CULTURAL ASPECTS**

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Nowadays, it seems to be the best period to study English. In the 21st century English has become as a lingua franca in our international world. As we have innovative methods and approaches for that. People all over the world have to admit that English is becoming more and more popular and important in our lives. But in contrast to technological development in learning English, we face another problem – lack of pupil’s motivation to study it. They have gadgets, Internet, books and so on and so forth, but they don’t have enough desire to do that.

The recent review by Dörnyei & Ushioda says that motivation is one of the most important factors that stimulates learning a new language [1]. It is really essential to realize how motivation is connected to the social and cultural aspects. The first important step is to understand students’ needs. This will make the studying program more effective and productive [2].

Learning English, as usual, consists of 4 parts: Speaking, Listening, Reading and Writing [3]. And the main goal of the instructor is to teach his

students to develop required skills in these areas. But in Ukraine it is observed that students only cram a lot of grammar rules and theoretical material. In most cases it can be useless, as it doesn't motivate students to speak English and apply this information into practice.

Actually, the cultural aspects are considered to be one of the most important components in studying English. Language is most of all cultural heritage of the nation. So, foreign language is a symbolic guide in understanding the mentality of the nation [4] and its cultural aspects. The individual who studies English should be comprehensively developed to be able to immerse himself in other society. The statistics shows that there are a lot of students who studied English at school, but they can't speak English in the real life.

The main key to solve this problem is to teach not only basic English skills at school but also to integrate cultural and social aspects in the process of studying. There used to be some schools in Ukraine which had special courses in English like: British and American Studies that observed some economical, geographical and climatic features of the USA and the UK; Literature of the USA and the UK that improved students' knowledge of literary masterpieces; Technical Translation that gave some additional knowledge of specific characteristics in the process of translation. But the problem is that the schools don't integrate them in the curriculum now. However, these cultural and social aspects should be integrated in language studying from primary or secondary school to lay a good foundation for English studying.

Language learning is not the end in itself, as it is just a motive to understand the culture better. The goal is not only to gain knowledge, but also to discover the mentality and the mindset of the native English speakers. It also helps to establish the whole picture of the world in student's mindset. As a result, it will increase students' motivation in making bigger progress in the process of learning.

Integration of social and cultural aspects into English studying improves some practical skills, which are essential in real communication with native speakers:

- open-mindedness (students are becoming more and more free from prejudice to other nations and cultures, they are ready to exchange cultural experience with each other);
- tolerance (students respect different opinions and cultures);
- the ability to listen not only to themselves but also the interlocutor;
- to understand jokes and idioms, which are connected with some historical and cultural aspects;
- readiness and willingness to practice language with real native speakers;
- the intention to broaden the horizons and discover new worlds [4].

To sum up, cultural and historical aspects play the important role in learning a foreign language, especially English. As it is the key to understand

mentality and way of thinking of native speakers. So, it is impossible to separate language from nation's culture and history. Nowadays, more and more schools should integrate these aspects in the process of learning from primary and secondary school.

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## **INNOVATIVE ONLINE SERVICES FOR TEACHING FOREIGN LANGUAGES DURING DISTANCE LEARNING**

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### **Introduction**

In today's world, the main component of the development of a successful person is the study of foreign languages, this is what allows you to expand your horizons and immerse yourself in the culture of another country. No wonder there is a saying: "As many languages you know, as many times you are a human being", it proves once again that every foreign language is an opportunity to learn something new and interesting. The language provides an opportunity to communicate, gain experience abroad, learn about culture and art that is not available in your native language.

The initial stage for learning a foreign language is a school in which we acquire a minimum knowledge to move on, then advanced training continues in secondary and higher school. To improve and facilitate the learning of foreign languages, teachers introduce the latest methods and innovative technologies into the educational process. The world is not standing still, so it is very difficult to follow the trends and developments of modern technologies.

We have been living in a special period of spread of the Covid-19 virus for a long time, so most higher education institutions have been transferred to distance learning. In the context of the global lockdown and the Covid-19