

Zweitens ist es wichtig, das Interesse junger Menschen am Erlernen der deutschen Sprache zu fördern, indem man ihnen die Vorteile dieses Wissens für Karriere und persönliche Entwicklung zeigt. Es können Sprachaustauschprogramme, kulturelle Veranstaltungen, Wettbewerbe und andere Aktivitäten organisiert werden, um die Aufmerksamkeit und das Interesse der Jugendlichen zu wecken.

Drittens ist es wichtig, kulturelle Verbindungen zwischen deutschsprachigen Ländern und anderen Ländern weltweit zu unterstützen und zu fördern. Kultureller Austausch, Festivals, Ausstellungen und andere Veranstaltungen können zur Verbreitung der deutschen Sprache und Kultur über das deutschsprachige Gemeinschaft hinaus beitragen.

Darüber hinaus können moderne Technologien und Online-Ressourcen in der Ära der Globalisierung ebenfalls effektive Instrumente zur Förderung der deutschen Sprache sein. Online-Lernplattformen, mobile Apps, Online-Kurse und andere technologische Lösungen können das Erlernen der deutschen Sprache für eine breite Palette von Menschen zugänglicher und bequemer machen.

Zusammenfassend bleibt die deutsche Sprache in der Ära der Globalisierung eine wichtige Sprache für wissenschaftliche und technische Forschung, geschäftliche Kommunikation und Kultur. Um sie zu erhalten und zu fördern, ist es notwendig, das Erlernen der deutschen Sprache in Bildungseinrichtungen auf verschiedenen Ebenen zu fördern, den kulturellen Austausch zwischen deutschsprachigen Ländern und anderen Ländern zu unterstützen, moderne Technologien und Online-Ressourcen zur Verbreitung der deutschen Sprache zu nutzen und das Interesse junger Menschen am Erlernen dieser Sprache zu fördern.

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SOME SUCCESSFUL WAYS OF INFLUENCING STUDENTS IN THE PROCESS OF TEACHING

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Changes in our society have influenced all spheres of our life. Technological advancement has become a focus of today's society. Technology has entered the

lives of even the poorest members of society. You can hardly find anyone who does not have a TV, a computer, a mobile phone etc. But spiritually people especially the young are becoming weaker. The younger generation esp. teenagers have been getting involved in violence and crime at high rate.

An important part of deterring young people from violent crime is better education. It means that a teacher should not only “convey” knowledge but also influence the youth especially teenagers spiritually. Such influence can lead to motivating students which is a key factor in the process of teaching. How can a teacher of the foreign language impact students in the right way?

It is useful to think of mastering a language in terms of four related skills. But teaching English doesn't imply only reading, writing and so on. The focus of educational process is also on the formation of learner personal qualities. Playing role-games, studying traditions of different countries, watching good programs or films etc help to fulfill this paramount task. Moreover, watching good films is really useful as it helps to build up a large vocabulary, to reproduce the right intonation, to study grammar, to broaden outlook of a learner, to enrich knowledge of English-speaking countries' culture, to develop creative thinking and so on.

Written English and spoken English are obviously very different things. The distinction is essential as we need different means and methods of teaching and – most importantly – different teaching materials.

In the process of teaching teachers must be aware of importance of verbal and nonverbal ways of “delivering” information.

Therefore, the aim of the paper is to discuss the essence of verbal and non-verbal communication, the need to teach it from the intercultural perspective as well as the importance of mastering the skills of verbal and non-verbal communication for the teacher's professional development.

Word is the most powerful instrument of influencing students' mind and behavior. The Bible teaches us: “At the beginning was a word”. Rudyard Kipling wrote: “Words are, of course, the most powerful drug used by mankind”. So people are mostly aware of the importance of good verbal communication skills, but they often forget about the fact that approximately 80-100% of communication happens non-verbally. When a speaker expresses his/her thoughts, he/she can do it not only with the help of words, but also in many other ways. For example, people move their heads up and down when they want to say “yes”, and move the heads from side to side when they want to say “no” in our culture. People can move in a way, which clearly reveals their inner intentions, even if they do not use words. Moreover, only a small percentage of the brain processes is represented by verbal communication. There are subtle and sometimes not so subtle movements, gestures, facial expressions and even movements of the whole bodies that indicate something is going on. The way a person talks, walks, sits and stands - all say something about him/her, and whatever is happening inside a person can have an impact on the outside world.

By becoming more aware of the body language and understanding what it might mean, people can learn to understand their conversation partners more easily. This puts the person in a better position to communicate effectively getting the inner meaning of the message. What is more, by increasing understanding of other people, a person can also become more aware of the messages that are conveyed.

It should be taken into account that even for very small children nonverbal communication is quite essential as the expressions of parents' faces rather than words is the major organ of communication for them. Parents can smile, touch and hug their children expressing deep love and affection. From a very early age children learn how to participate in the society deliberately built by grown-ups. As children become verbal communicators, they begin to look at facial expressions, vocal tones, and other nonverbal elements more subconsciously.

It should be noted that what comes out of our mouths and what people communicate through the body language are two totally different things. When faced with these mixed signals, the listener has to choose whether to believe the verbal or non-verbal message. In most cases, the person is inclined to choose the non-verbal because it's a natural, unconscious language that reveals the true feelings and intentions. Therefore, the teacher and the learner have to take into account the knowledge of non-verbal communication types and rules used in the target language.

Researchers believe that while non-verbal communication and behavior can vary among different cultures, the facial expressions for happiness, sadness, anger, and fear are similar throughout the world. It should be emphasized that much information can be conveyed through a smile or a frown. The look at a person's face is often the first thing, which has influence on forming the attitude towards him or her. This attitude can be truthful even if it does not coincide with the one, which can be formed after hearing the words. "Actions speak louder than words"-says one English proverb. "What we say may not matter but the way we say it matters a lot" –says another proverb. The list of these statements of wisdom can be endless.

It is also important to consider the way the message is pronounced. When a person speaks, other people "read" the voice in addition to listening to the words. Things they pay attention to include the timing and pace, how loud the presenter speaks, the tone and inflection as well as sounds that convey understanding. Someone's tone of voice, for instance, can indicate sarcasm, anger, affection, love or confidence. The mechanism of the negative impression forming, which is based on the speaking habits can be discussed using the example of the main hero Mrs. Davidson in the novel "Rain" written by W.Somerset Maugham: "Her face was long, like a sheep's, but she gave no impression of foolishness, rather of extreme alertness; she had the quick movements of a bird. The most remarkable thing about her was her voice, high, metallic and without inflection; it fell on the ear with hard monotony, irritating to the nerves like the pitiless clamour of the pneumatic drill".

Taking into account the importance of non-verbal communication we still shouldn't forget about verbal one. The importance of verbal communication can be demonstrated through different types of films. As interest to spoken English has been growing it is vital to watch good films. If a film is impressive and a learner becomes interested in the plot a spoken word will be better remembered. To some extent, we can consider some English films as good teaching materials.

Among cultural and moral "conveying" instruments a good film is one of the wisest and meaningful one.

Among great varieties of films it is better to choose meaningful ones with educational purpose. Such films as "Dead Poets' Society" and "Mona Lisa smile" show us examples of outstanding teachers who devoted their lives to teaching. Most students are really impressed by main characters' behavior. Nowadays it is difficult to follow such people in the world of false moral values. But we must do it if we want to have intelligent, well-educated generation.

Students in these films were shown not only ways of getting knowledge but also ways of "spiritual surviving" in our difficult world. With no doubt these students would never commit a crime or do harm to anyone. If taught that violence is not the answer to their problems young person would be less likely to turn to crime.

From such films we can conclude that in educational process a teacher must be like a builder who lay bricks of knowledge on the foundation of moral values. And a teacher mustn't forget to cement this knowledge otherwise the "building" will be vulnerable and won't be able to withstand "storms of life".

The teacher should be aware of some unconscious nonverbal and verbal expressions that might confuse or even turn off the class. If a person is overwhelmed by stress, it is best to take a time out. It is better to calm down before continuing the conversation. Once a person regains the emotional stability, he or she will be better "equipped" to deal with the situation in a positive way. Learning how to manage stress is one of the most important skills a teacher can do to improve his/her professional skills. A teacher who wants to become efficient must control his/her emotions, gestures, facial expressions, etc. Therefore, the material elaborately chosen for lessons must be "accompanied" by a proper behavior, gestures, facial expressions, in other words, a teacher should improve communicative skills as well as his/her psychological well-being. If some people think that students or learners attend the classes only for the reason that they want to learn English well they are mistaken. Communicative environment is the most important thing as every person wants to be needed, loved and respected as well as to become competent in the sphere of the subject studied. Clarity of speech, friendly disposition, smiling face, smooth movements of a teacher help to develop successful interaction. Realizing this fact will definitely lead to the teacher's professional development.

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SPECIFICS OF TRANSLATION OF JOURNALISTIC ARTICLES

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The journalistic style is represented by a variety of genres that have different tasks in the process of communication and function in different conditions. Thus, journalistic genres include newspaper political information, editorials, notes, feuilletons, pamphlets, articles, as well as slogans, appeals, appeals to the citizens of the country, reviews of films and performances, satirical notes, essays, reviews, i.e. all genres of mass communication (the language of newspapers, magazines, television and radio programs), as well as the oral form of speech - public speeches on socio-political topics. Due to the variety of genres, the characteristic of journalistic style causes many difficulties.

It should be borne in mind that the journalistic style, like all other styles, is a historical phenomenon and is subject to change, but in it, more than in others, changes are noticeable due to socio-political processes in society. So, even a non-specialist can see changes in the modern newspaper style in comparison, for example, with the language of newspapers at the beginning of the century: open conscription, sloganism, directiveness of newspapers have disappeared, modern newspapers strive at least for external argumentation of presentation, polemical publications. However, the characteristic stylistic features of journalism have been preserved.

For journalistic style, first of all, the desire to influence the reader, the listener is characteristic. So, the most important feature of the journalistic style is its influencing function, which can be designated by the linguistic term "expressive function". This function of journalistic style is inherent in all its genres in any socio-political conditions.

A characteristic feature of this style is also the information content of the presentation associated with the popularization function. The desire to