

attention on concrete notions. Portmanteau words are vivid makers of sense, they name ideas expressively.

Portmanteau words are small gifts that help us to name new phenomena in a laconic way. They make us think because when we see a new portmanteau word we try to guess what it can mean analyzing its components.

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THE USE OF MODERN TECHNOLOGIES FOR THE STUDY OF FOREIGN LANGUAGES IN NON-LINGUISTIC UNIVERSITIES

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In the era of globalization, lifelong education is an important condition for the dynamic development of society, which must quickly and effectively respond to all the challenges of the 21st century. Every year, more and more varieties of methods and forms of distance learning with the use of new information technologies appear in the field of teaching a foreign language.

The main goal of teaching a foreign language in a non-linguistic university is the development of a student's personality, capable and willing to participate in intercultural communication in the target language and independently improve the foreign language speech.

The main subject of studying a foreign language is the development of all types of speech activity. The discipline "Foreign language" in a non-linguistic university often causes difficulty among students, since universities prepare their graduates directly for practical activities in various specialties.

Students of such universities sometimes experience a decrease in motivation to learn a foreign language. And motivation has a significant impact on the effectiveness of teaching foreign languages.

To increase the efficiency and effectiveness of teaching a foreign language, as well as to motivate students to learn it, teachers need to carefully select educational material and apply it correctly.

Learning success depends on the methods that the teacher uses to achieve the goals.

The introduction of information technology in education significantly diversifies the process of perception and processing of information.

The use of multimedia in foreign language classes is of great help to teachers. This method makes classes more interesting, stimulates students' activity to think logically, helps to solve many problems of the modern educational system, various methods and forms of presenting educational material contribute to the availability of assimilation of the studied material.

One of the most popular apps for learning English is Duolingo. It helps to practice speaking, writing and listening, as well as expand student's vocabulary with each lesson.

One of the effective teaching methods can be called the use of Power Point presentations by the teacher, since visual information is absorbed better. The teacher can insert a picture on the slide next to the new word so that students have an associative array. Also, it's possible to check how well the new material has been learned.

For a better perception of foreign speech, the teacher can use such a growing popularity portal as YouTube, which is not limited only to its entertainment function. On this portal one can find a huge number of educational channels designed for learning English.

Teaching students with the help of the latest information technologies increases motivation for learning, contributes to the development of their cognitive activity, significantly increases interest in learning and the level of creative self-realization, and also provides for good results in the development of communication skills in comparison with the traditional method.

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SYMBOLIC MODELING IN TEACHING ENGLISH FOR SPECIAL PURPOSES

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English for special purposes (ESP) assumes an orientation toward the learner and a profile learning process. Almost every professional activity nowadays involves the use of computer programming tools, mathematical methods, computer simulation and visualization. Symbolic modeling can be applied to implement teaching English for special purposes of developing computer and subject-based competencies. The universality of current symbol modeling in CAS «Mathematica».

CAS «Mathematica» is simple to learn and makes it possible to visualize the results of language data processing in the form of a broad set of multimedia models (graphics, sound, animation, interactivity, etc.). Teaching lexical aspect of speech activity can be