process of training and further development of his professional activity. The problem of formation of the creative person depends mostly on the institution, on the organization of the educational process that contributes to the creative potential of students. The creative potential "trigger" mechanism of self-creative personality.

Psychological Science states that everyone has creative potential, you need to learn to identify it, to develop and use it.

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В роботі проаналізовано феномен педагогічної творчості як основи успішного навчального процесу. Визначено, що педагогічна творчість є специфічною, адже її об'єктом і результатом є формування особистості людини. Педагогічна творчість у навчальному процесі дає можливість освітній системі відповідати постійним змінам вимог суспільства щодо рівня та змісту освіти. Основи педагогічної творчості формуються під час професійної підготовки вчителя та в процесі його подальшої роботи.

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THE USE OF INNOVATIVE TECHNOLOGIES TO IMPROVE THE EFFICIENCY OF THE LEARNING PROCESS

One of the essential factors for successful educational activity is the application of information technology that represents not only modern technical means, but also new approaches for the learning process. This is caused by the main purpose of teaching foreign languages: formation and development of communicative culture of students, practical mastery of a foreign language. The task of the teacher is to create all conditions for practical mastering by language for each student. This involves the choice of teaching methods, which would allow him to be active and their creativity. Designed modern innovative technologies relate to the use of various information technologies and Internet resources. Wide use of new information technologies allows to reveal fully the didactic functions of the tools and methods, and implement a potential educational opportunity: the development of students ability to motivate action and to navigate in the received information; the formation of creative thinking and the discovery of their natural abilities, development of cognitive and communication skills and develop an ability to make decisions quickly in difficult situations.

Considering this context, the technological aspect of education in universities, it should be noted that they are currently the most widely used personality oriented training and information technology. Personally focused

technologies are represented by technologies of differentiation and individualization of education, design technology, etc. the Main forms of use of information technology are as follows:

1) multimedia lessons, which are held on the basis of computer training programs;

2) lessons based on the author's presentations. So, with the help of the computer program PowerPoint teachers organize a series of multimedia lessons, learning modules, electronic manuals, which allow to integrate audiovisual information, presented in different forms – graphics, slides, text, video, etc. ;

3) testing on the computers;

4) telecommunication projects, working with audio and video security online;

5) distance learning, including all forms of educational activity, carried out without personal contact between the teacher and the student. Nowadays the global Internet represents almost any educational services ranging from short courses to full programs of higher education;

6) work with an interactive Smart Board tablet;

7) voice chat on LAN, used for teaching phonetics;

8) language laboratory devices, the purpose of which is to provide students with the opportunity to listen to a soundtrack, as well as practice in speaking; to record your speech on a tape recorder and then listen to this recording and compare it with the model.

All these means are oriented at creating a foreign-language environment in the process of teaching foreign languages and the technical training means are used just for this aim. For example, computer training programs at the lessons of foreign language allows to carry out the following activities: development of pronunciation; work on the grammar material; vocabulary; teaching writing; teaching monologue and dialogue speech, etc. These days the priority in information retrieval is given more and more to the Internet, which provides a wide range of sources of information, so necessary in the educational process. This could include basic information, Web and FTP servers of the network; the operational information transmitted by e-mail; various databases on various information centers; information about books and journals distributed through the Internet-shops, etc. Hence information Internet resources integrate seamlessly into the learning process, helping to solve different didactic problems in the classroom in a foreign language, such as:

• development of reading skills;

• vocabulary update of the studied language;

• improving abilities of writing, for example, in the preparation of the answers to their partners in dialogue;

• improvement of listening comprehension based on the original sound texts of the Internet;

• knowledge of culture, speech etiquette, features of speech behavior of the studied language;

• improving of monologic and dialogic skills;

• formation of motivation to foreign language speech activity and knowledge of academic writing.

Solving these problems we create the conditions to expand students' outlook and self-education, ability to organize independent and exploratory research.

Modern life makes increasingly higher demands to the level of practical foreign language skills. In this regard, the use of innovative educational technologies provides huge opportunities to improve the efficiency of the learning process. And the information and multimedia training programs, as practice shows, have advantages over traditional learning methods because it does not only allow you to train certain types of speech activities, combining them in various combinations, but also contribute to the implementation of individual approach and increase independence of students. In addition the use of innovative technologies in the process of learning a foreign language also allows you to improve cultural development of young people, contributing to further improvement of their proficiency with computers. It promotes the formation of language skills, improvement of motivation in learning a foreign language. Therefore, the use of innovative technologies in teaching foreign languages carries enormous educational potential that can transfer foreign language acquisition into a living creative process.

Мельник П. В.

Автор досліджує вплив використання інноваційних технологій на підвищення ефективності навчального процесу. Зазначено, що вказані технології забезпечують широкі можливості для покращення якості освітнього процесу, дозволяють підвищити культурний рівень студента, впливають на формування навичок володіння іноземною мовою та посилюють мотивацію до її вивчення.

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LEGAL ENGLISH DISCOURSE: SOME FUNCTIONAL PECULIARITIES

In modern linguistics there is no unambiguous interpretation of the concept of «discourse». There are many definitions of discourse interpreting the given phenomenon from different theoretical positions. In most works of contemporary scholars, discourse is understood as a complete speech product in the diversity of its cognitive-communicative functions.

Controversial in modern linguistics is the question of the relationship