суспільства утруднює визначення типології плюралізму в національній державі. Однак, універсальна масова освіта, впроваджена для всіх членів суспільства, забезпечує рамки для того, що зараз називається мультикультуралізмом.

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THE NECESSITY OF TEACHING LITERACY STUDENTS OF ECONOMIC SPHERE

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It is well known that students believe writing is not important in learning foreign language. The popular idea of knowing how to speak other language than your native one is enough for communication. And this theory has the right for existing but only for those people whose goal of learning foreign language is to travel and to keep in touch with foreign friends but not more. Those who believe in their future career and development in business world the knowledge of writing formal documents and written formal communication value even more.

The foreign language teachers had been working on this problem since international communication in business world took its considerable position. Nowadays it is possible to find many tips and recommendations on this topic very easily in the World Wide Web and of course there are many different books which students are able to consult. But the question is how to apply all that variety of information to our students in Ukraine to make their way of getting desired job much easier.

So in this thesis I try to clarify the importance of writing skill. It is unbelievable how often speaking ability does not mean writing ability as well with foreign language learners. In fact, the different parts of brain are in charge of speaking and writing ability so it's not uncommon to meet dazzling conversationalists who can barely compose an intelligible email. The duty of foreign language teacher is to bridge this gap [1], not only

helping students to write great sentences, but also organizing their thoughts into complete letters, essays, papers, or even books.

Writing activity like any other task in teaching languages has its stages: prewriting, while writing, post wring

One of the most important rules for teachers is to remember that that the purpose of writing is to communicate ideas effectively to another person. That person can be either a teacher or another student what is even better.

The more interesting is a task for students the better performance teachers can expect. For instance Instead of having a student write her own biography, ask her to write a biography of any famous person without stating the name. Then, have her read the biography out loud to the class and the class can guess who the person is.

To sum up, the purpose of the work is to make teaching writing easier for both teachers and students, as this skill is indispensible for students who will be able to apply their knowledge in the future career. Thereby I believe we can help them to get ahead in business world, to develop themselves and our country as well.

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THE IMPORTANCE OF USING MULTIMEDIA IN ENGLISH LANGUAGE TEACHING

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Multimedia teaching method has been used more and more in college English teaching nowadays. According to R.S. Susikaran, "Chalk and Talk" teaching method is not enough to teach English effectively [1]. Of course, there are some advantages and disadvantages of using multimedia in English language teaching. Thus modern education technology should be used reasonably in order to reach the target of college English teaching. According to Oxford English Dictionary "Multimedia is a usage more than one medium of expression or communication" [2]. It includes a combination of text, audio, still images, animation, video, or interactivity content forms [3].

It is a well known fact that to recognize an unknown object a student need:

1. 2.8 sec. – by verbal description

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