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USING ONLINE EDUCATIONAL PLATFORMS AS AN

EFFECTIVE WAY OF BUSINESS ENGLISH LEARNING

We live in a changing world. Technologies are changing and the ways how people obtain education and enhance their knowledge are changing as well. To be successful in modern world is not easy. A person has to cope with many tasks and meet a lot of requirements as the pace of modern life is extremely fast. The knowledge of foreign language and the ability to use it discussing professional matters has become very urgent and important. At the same time it is not easy for a busy adult to find time for attending regular English classes. In this case using online English teaching platforms can become extremely useful.

There is no doubt that it is not so easy to find an online educational platform which will be suitable for you. It would be useful to spend some time in search for it. Friends and teachers of English can recommend some websites, a student can read about them in advertisements or find them browsing the Internet.

The aim of the given research is to give analyses of using an online platform Learn English Select for English mastering, which is designed by British Council for studying Business English online.

According to the aim the following tasks have been set: 1) to describe the main types of exercises offered in this educational platform; 2) to summarise the main advantages of studying English online.

The course is available in a range of levels: from the Beginner to the Advanced level. Each level is divided into several modules. For example, if the student studies on the upper-intermediate level, he has to cover the material of 8 modules. The modules will cover the following main topics: 1) making contacts; 2) working with clients; 3) evaluation and personal development; 4) collaboration and teams; 5) planning and preparing a project; 6) dealing with changes of a plan; 7) training; 8) feedback and development. Each module

consists of five main subtopics. Then each module ends with the end-of-module assessment test. Each subtopic starts with the introductory page which familiarise the learner with the aims of the given unit. For example, the subtopic "1.1 Choosing attendees for a conference" places the following aims: to open and run a meeting; describe events and arrangements, identify and describe personal qualities [1] .

The syllabus and signposts let the students know what they are going to learn. This is extremely important so long as thinking about what you are going to learn helps you notice and understand the key information.

Every lesson consists of several exercises (in general, they range from 13 to 19) which cover the main basic aspects of language learning: reading, listening, writing and speaking. In the given level much emphasis is placed on listening skills. There are exercises that are presented in the form of videos and usual listening exercises. Videos are accompanied by the printed version of conversations that can be of great help to learners with not very strong listening skills.

 After watching videos the students have to do certain follow up comprehension exercises which help to master functional vocabulary. The creators of the given educational platform try to immerse the learner into an authentic business environment and show which collocations and words are used in formal language, and which expressions are better to use in the colloquial language. The "Summary" section is presented in every subtopic. It is extremely useful because here the student can revise the main vocabulary and grammar notions from the unit. Sometimes a student can find it useful to get acquainted with the basic aspects of the given topic before doing the exercises. It is important to identify keywords in advance.

The learning material is presented in a wide range of exercises. It is very important not to skip the tasks with tutor explaining the main aspects of a new vocabulary of grammar notions. As these video explanations are accompanied by Video Transcript, so it is easy to understand them. The tasks in exercises can

be different, for instance, choose the correct response; choose the correct expressions or words to complete the conversations or sentences; put each expression into the correct group; complete the sentences with the correct word where the first letter is given; listen and complete the sentences with the correct word or expression; listen to the sentences, put them in the correct category, then practise saying the sentences and so on. The tasks differ concerning their difficulty. At first, the student has to complete the sentences with the given phrases and after some practice he has to fulfil reproductive assignments. Writing exercises are often combined with listening ones to improve student's communicative skills. In the end of every subtopic much attention is given to pronunciation practice of the functional vocabulary. After passive listening exercises the students are asked to repeat what the speaker says and record himself, then compare the student's recording with the original. Speaking skills also can be improved by doing tasks simulating role plays. Here the student has to listen to the speaker and respond using active functional phrases. Listening skills are equipped with the function of recording students' answers. Therefore, the learner can listen to himself and compare his pronunciation with the pronunciation of the native speakers.

The aspect of feedback is very important. Using the given online platform the student can get to know his results after completion of every exercise. The amount of correct and incorrect answers is indicated in the feedback response. If the student is unsatisfied with his results after completion of a certain exercise, he can try again and improve his results taking into account his mistakes. Also, the learner can see the percentage of completed educational material. It is very important because he can get the certificate only after completing 90 per cent of the given educational tasks.

Taking into account all the above mentioned information, it is crucial to say that the educational online platform Learn English select is totally learner friendly. It provides necessary information guidance for a student and aims to enhance the student knowledge of English by creating for students authentic

language environment where the learner can get to know up-to-date functional vocabulary, he gets the possibility to improve his pronunciation, listening and writing skills. All in all, when using online educational platforms, the student can study in his free time in convenient place and at his own pace.

REFERENCES:

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