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KEEPING A PROFESSIONAL WEB PAGE AS AN EFFECTIVE FOREIGN LANGUAGE KNOWLEDGE ACTUALIZATION METHOD

Nowadays we'll hardly find a better place of professional vocabulary actualization than an authentic professional environment. We'll hardly find a better way to improve students' professional communicative skills than an active participation in an international technical conference, involvement in discussions and answering the questions that follow. And finally we'll hardly find a better way to solidify grammar knowledge than a motivation to write articles on a studied subject.

Here I'd like to talk about one part of cross functional internet resource which integrates all of above mentioned learning targets. The main two "web categories" which can satisfy our needs are the so-called social networks and professional web sites which both offer you to create a professional page or a professional profile. Two of social networks with the biggest users' quantity are Facebook (www.facebook.com) and Twitter (twitter.com). "Facebook is better known for finding old friends, playing games and connecting with people you know. There's another angle to Facebook though. Facebook can also be used to promote yourself (from the article "Create a professional Facebook profile" at <http://personalweb.about.com> by Linda Roeder). This professional profile is different than creating an ordinary Facebook group. A Facebook professional profile has a news feed on the page that you can add messages and comments to.

How does it work? The user starts by creating his or her page or profile while including all necessary personal and professional information in a foreign language. Having joined the industry according to his education or having created a new appropriate group, the learner personalizes his profile. According to offered options the user can choose between: receiving industry news; information about coming

professional events; writing articles; sharing experience; making comments; participation in discussions and professional web conferences.

Besides knowledge solidifying and development of professional skills, web sites for professionals offer extra possibilities of industry business support and career search opportunities. Among biggest web sites reserved for professionals are LinkedIn (www.linkedin.com) with its smaller competitors Viadeo (viadeo.com) and XING (www.xing.com). “Over 90 million professionals using LinkedIn to exchange information, ideas and opportunities which help you to: stay informed about your contacts and industry; find the people & knowledge you need to achieve your goals; control your professional identity online” (from the top page at www.linkedin.com). “The searchable LinkedIn groups feature allows users to establish new business relationships by joining alumni, industry, or professional and other relevant groups. LinkedIn groups can be created in any subjects and by any member of LinkedIn. Some groups are specialised groups dealing with a narrow domain or industry whereas others are very broad and generic in nature” (from the article “LinkedIn. Features.” at <http://en.wikipedia.org/wiki/LinkedIn>).

Linguo-professional aspect

While creating a professional page in a worldwide social network or professional web site, the user finds himself in an international environment with all his or her professional luggage. A well-managed personal professional profile (containing details about a professional education, current or possible scope of its application and preferences in subjects of discussion) encourages user’s professional self-actualization at a national or international level.

All along with writing professional columns, posting comments to other articles the learner actualizes professional vocabulary knowledge and learnt academic grammar structures. So as to get to the bottom of complex professional subjects in a foreign language the user is sure to widen his knowledge base as a matter of practice.

Psychologically attractive aspect

The fast and easy way to become a member of an international professional community will be attractive and accessible to any internet user. A student is

encouraged by the fact of using an advanced level modern learning method. Using an accustomed social network or a professional web site the user is not tensed in front of a big conference audience in a face to face contact. He or she feels free to participate in any discussion while his professional and foreign language skills are developing.

Self-motivating aspect

Taking into consideration the global affection to the Web today we have to regard the internet as one of the most effective knowledge sources. The category of young people between 15 and 35 years old being addicted to social networks and internet in general proves users' internal motivation.

It is to be mentioned that a teacher's role in this case starts in student's involvement from the very beginning and continues in periodical guiding their accurate language activity.