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## **INFORMATION TECHNOLOGIES IN THE CONTEXT OF ESP**

During the last few decades, technology has been rapidly developing and its great influence is noticeable in people’s everyday life: personal, social, professional, and, undoubtedly, educational one. Due to this phenomenon, the modern world has immeasurably narrowed. Today it is possible to overcome huge distances in a matter of hours, to receive information from the never before accessible sources, to receive messages immediately from the other part of the Earth and interact with people in distant locations as never before.

Many emerging technologies have deeply integrated into students’ life. Nowadays IT has an enormous importance in assisting students to get new information, knowledge and experience. Using the social networking websites, such as «Facebook», «Twitter», «Instagram» and others, takes a heavy toll on the language learning process. Being a part of this environment students are not afraid of making mistakes writing posts, comments and messages in English, because they know that they can also meet many non-native speakers in the net and communicate with them. Online technologies provide opportunities to learn anywhere, anytime and from anyone. This flexibility is essential for non-traditional learners and helps them to continue the professional development [1, p. 10].

However, not only students are involved in the learning process, the teachers are the very important participants as well. Today the efficient and dedicated teachers are tend to use different software, tools and applications to create the positive classroom interaction

and to make their students motivated in learning foreign language. This approach is essential especially in English for specific purposes learning. ESP is designed to meet the specific needs of the learners, ESP makes use of the underlying methodology and activities of the specialism it serves, therefore it is centered not only on the language (grammar, lexis, register), but also the skills, discourses and genres appropriate to those activities [2, p. 281]. Thus, the ESP teacher must always remember about students' needs and their future profession, should keep in his mind the question «Why does this learner need to learn foreign language?» [3, p. 6] and build the lesson according to these requirements.

Therefore, new technologies can facilitate greater the learning process and the classroom interaction. The main challenge that needs to be coped with, is the implementation of these new technologies. The resolution of this issue depends on the teacher's role in the classroom setting. In the context of ESP, the teacher's role varies according the lesson's objectives, outcomes and other factors. To guide the learning process, the teacher may act as a language trainer, an educator, a tutor, an instructor, a facilitator, an observer, an assistant and so on. Multimedia teachings enrich teaching content and decrease the «teacher-centered» teaching pattern, fundamentally improving class efficiency towards «student-centered» one [2, p. 283].

With the help of computers, world web, various mobile applications, YouTube, TED, different profession-oriented blogs, webinars, podcasts, presentations, the ESP teacher is able to create an authentic surrounding and real life situations in the classroom. Consequently, students are dived into the natural language environment; they become a part of the English-speaking community. As a result, learners start to formulate their thoughts and express their ideas and feelings in English, where the role of the language in communication becomes clear. Moreover, students can widely use IT during their homework activity, making projects, searching for information or even mailing with the teacher.

In conclusion it should be said, that digital technologies in themselves do not mean an enhancement of the quality of learning and teaching, and it goes without saying that quality of content must remain paramount, but IT can be an essential enhancement to make the language learning process «student-centred» [1, p. 18]. Nowadays IT is an irreplaceable tool both for teachers in providing positive language learning process and for students in studying and personal development. And the more tools you have for learning, the more opportunities you possess.

#### References:

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