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ABSTRACT

In the conditions of the information society, an important task of higher education is to form the ability of a future specialist to professional self-realization, to create conditions for the development of self-edu-cation skills. The reform of higher education, its focus on humanization and humanitarianization of education makes it possible to form a social order of society to provide language competence to students – future specialists in various sectors of the national economy, since the ability to communicate in the language of the profession increases the efficiency of work, helps to better orientate not only in production, but also in direct business contacts with colleagues.

The author team represents its own methodological developments in teaching the discipline "Ukrainian language (for professional purposes)", informs about the features and specifics of educational classes in terms of distance learning, taking as a basis a student-centered approach in the formation of an educational trajectory. Teaching humanitarian disciplines at the present stage is not possible without the use of virtual technologies as a tool for improving and optimizing the educational process. The use of information and communication technologies, artificial intelligence during teaching allows for a more dynamic presentation of the material, activation of interest in knowledge, better perception and assimilation of educational material by students, creation of conditions for high-quality independent work, which allows dialogizing the educational process, strengthening the motivation for learning, diversifying the forms of presentationof educational tasks.

KEYWORDS

Ukrainian language (for professional purposes), distance learning tools, information and communication technologies, terminology, artificial intelligence.