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Жинаққа студенттердің, магистранттардың, докторанттардың және жас ғалымдардың жаратылыстану-техникалық және гуманитарлық ғылымдардың өзекті мәселелері бойынша баяндамалары енгізілген.

The proceedings are the papers of students, undergraduates, doctoral students and young researchers on topical issues of natural and technical sciences and humanities.

В сборник вошли доклады студентов, магистрантов, докторантов имолодых ученых по актуальным вопросам естественно-технических и гуманитарных наук.

leveraging the potential of ChatGPT and other AI tools, we can unlock new possibilities for creativity and learning.

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INTERACTIVE WEBSITES IN THE FORMATION OF FOREIGN LANGUAGE COMMUNICATIVE COMPETENCE OF SECONDARY SCHOOL LEARNERS

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Foreign language communicative competence is the ability to send and receive words in a foreign language correctly and fluently in a variety of settings. Language skills include more than just knowing how to use correct grammar. They also include being able to speak clearly and adapt language use to different social and cultural situations. This complicated idea usually includes knowing words and grammar, understanding social and cultural norms, being able to make spoken or written texts make sense, being able to communicate, and using strategies to get around communication problems or make it more effective.

Communicative ability in a foreign language is a set of skills that changes over time and needs to be constantly learned and used. Mastering a foreign language does not happen overnight. Instead, it is something that individuals do over time by being exposed to it and using it. In our increasingly connected world, where language and cultural obstacles are becoming less of a problem, this skill is becoming more and more pivotal. Being able to communicate in a foreign language is important for anyone who wants to be successful in today's connected world because it opens up new possibilities, experiences, and ways of thinking in personal, academic, and professional settings.

When it comes to middle school education, learning how to communicate clearly in a foreign language is very important.The CEFR grew out of notional-functional approaches dedicated to communicative goals, based on the conviction that "what people want to do through language is more important than mastery of language as an unapplied system" [1 ,Wilkins, 1973, p. 136-7]. Linguistic knowledge is not "an end in itself," rather, the goal of Communicative Language Teaching is "the ability to use language, to do with language the kinds of things one's needs or wants to do with it" [2, Van Ek & Alexander, 1975, p. 19].

Students are at a very important point in their cognitive, mental, and social development during this educational phase. This makes it the perfect time to learn a language. During these important years of growth, learning how to communicate clearly in a foreign language can greatly enhance cognitive skills such as critical thinking and problem-solving. It also helps students become

more culturally aware and sensitive, preparing them for a future where foreign exchanges are more common. This stage of development is also important for developing understanding and social skills. With language skills, kids learn to understand and value different cultural points of view. This helps them understand the world and their place in it better. Not only is this understanding academic, it is also deeply personal and shapes how they see the world and interact with others.

In the middle school years, becoming fluent in a foreign language involves more than just mastering the language. The goal is to give young people the skills they need to understand and deal with a world that is interconnected and has a lot of different cultures. This skill helps students become global citizens who not only speak many languages but also understand and value many cultures.

Teenagers go through big changes in their minds and feelings during middle school, which is why this is such an important time in their education and growth. Creating a healthy school environment for students begins by supporting healthy relationships among the staff. In a true learning community, cooperative learning and mutual respect are expected of faculty as well as students. [3, Micki M. Caskey p. 1]

Adding games, music, films, and other digital tools can help keep language learners interested and improve the process of learning a language, making it both fun and useful. Digital games are clearly an important part of most young people's lives today. [4,John Kirriemuir, Angela Mcfarlane (2004) p.8].

To make these hobbies fit with language learning goals, teachers can use themed units that are based on what the students want and what's popular at the moment. Lessons about famous subjects like sports, music, technology, or other subjects can help students learn a language in a way that is comfortable and interesting. This method not only gets kids more interested and motivated, but it also helps put language in interesting and important situations that they can easily relate to.

Communicative competence is an all-around way of learning a language that emphasises how complicated and rich human contact is. As a way to teach language, it encourages a broad and flexible method that stresses the importance of understanding how language is used in different situations and interactions. This way of thinking is more in line with how people actually talk to each other and the many reasons people use words.

The twenty-first century is characterised by mobility, ever-increasing flow of information and co-operation between countries in the field of economics, culture and education. [5, Kunanbayeva S.S., Zhyltyrova Zh. (2016) p.7263]. The modern methodology of foreign language education must comply with the modern requirements of today's education system. [6, Kunanbayeva S.S., M.K. Akhmetova, I. Derijan (2020) p.56]. The article "Teachers' Views on the Use of Interactive Education Websites in Social Studies Classes" gives useful information about how interactive education websites can be used in the classroom, especially to help students learn languages, especially English. Websites like Kahoot, Quizizz, Bamboozle, Storybird, and Flippity are becoming more popular among teachers because they work well with school programmes and are professionally made. They offer a full range of learning activities.

Website - an area on the Internet where information about a particular subject, organisation, etc can be found. Website is a collection of interlinked web pages on the World Wide Web that are typically accessible from the same base URL and reside on the same server. A **website** is a set of data and information about a particular subject which is available on the internet. An interactive website is a digital platform that engages users through dynamic content, personalised experiences, and real-time communication. It's not just about reading; it's about participating. From quizzes to live chats, these sites create a two-way conversation.

The connection between text, pictures, animations, and audio on an interactive website makes it more interesting for users to interact with the educational content. Interactivity is important because it encourages active student participation, which makes the learning process more fun and effective.

Platforms like WordPress, iSpring Suite, and Adobe Flash were used to build the interactive website because they can make interesting and free interactive educational content. The process

involved making a flowchart and course structure that matched the basic and essential report writing skills that were required by the curriculum.

It can be concluded that interactive websites are well received by both teachers and students. It proved to be an effective teaching tool that made learning more fun and engaging. The websites help students understand material they were writing reports on and improve teachers' ability to make interactive lessons.

The study suggests that professors should get better at using media technologies and that students should learn how to use media and get the most out of it. Future studies may focus on changing the method to fit different subjects or abilities, taking into account the different needs and time constraints of students. The development of digitalization of society, the need to comply with the digital generation of students contributes to the improvement of the didactic foundations of e-learning, and the expansion of distance learning in the world. Digital didactics is based on new theories of e-learning and self-education. [7, D.M. Dzhusubaliyeva(2020), p.101]

People love how interactive websites can make learning fun, interesting, and flexible. The platform is full of different interactive features, like games, quizzes, multimedia content, and discussion forums, that are meant to fit different learning styles and preferences. These features not only make learning more fun, but they also simulate real-life language use situations, which helps students improve their language skills.

The platforms are very good at encouraging both group and individual learning. They give students the chance to interact with teachers and other students, which creates a cooperative learning environment. At the same time, they encourage self-directed learning by letting students explore and interact with the material at their own pace, based on their needs and learning goals.

Flippity

Flippity is an online programme that turns Google Sheets into interactive learning activities (Figure 1). It gives middle school English teachers a flexible way to improve their students' learning experiences. The many activities, such as flashcards, quizzes, board games, and others, meet the changing and varied needs of middle school students.

Figure 1 Flippity online programme label

During the important years of middle school, when students are going through big changes in their development, using technology like Flippity can greatly increase student engagement and make learning much easier. The activities on Flippity are purposely made to be both fun and educational, which makes them very appealing to people in this age range.

Flippity's board games are designed to help students learn languages. They can encourage students to work together to learn and compete with each other in a friendly way. The games also help students improve their grammar, learn new words, and talk about literary topics in a fun and interactive way. The platform's quiz show-style activities can turn a study session into an interesting game, which can improve their engagement.

Flippity is very helpful in English classes because it works well for all kinds of learners. Visual learners can benefit from the bright and colourful activities, and kinesthetic learners can get

involved through the interactive parts of the games. Activities where it is necessary to listen to instructions or voice responses from other students might be good for auditory learners.

One more great thing about Flippity is that it has an easy-to-use interface that lets teachers who are not very tech-savvy make and customise activities quickly and easily. Teachers can make personalised learning materials that fit their curriculum goals, which makes them a useful tool for using in the classroom.

Flippity is also a useful tool for formative testing. Teachers can quickly see how well students understand and progress by using interactive quizzes and games, which lets teachers give immediate feedback and change how they teach.

As a result, it is important to note that while Flippity has many interesting activities, it does not track each student's progress over time. Teachers may need to add other assessment methods to Flippity activities in order to fully understand each student's educational progress.

Overall, Flippity is a useful tool for English teachers who want to add dynamic, interesting, and flexible learning activities to their classes. The tool's ability to adapt to different learning styles, along with its easy-to-use interface, makes it a great way to improve language learning. However, it does have some problems when it comes to keeping track of student progress, but its benefits in keeping students interested make up for that.

Kahoot!

A game-based learning platform like Kahoot! can be a very effective way to teach English in middle school (Figure 2). This digital platform is great for middle schoolers who are going through important developmental stages because it is designed to test students' understanding and offer activities that are different from what they would normally do in the classroom.

Figure 2 Kahoot game-based learning platform label

Kahoot! platform gives opportunities to make fun and interesting quizzes that can be used as both formative assessments and fun educational activities. Students really like gamified learning experiences with features like points, scoreboards, and competitive dynamics. They respond well to this game-like style.

Kahoot! is used in a middle school English class to improve students' vocabulary, grammar, and ability to understand what they read. Teachers can make tests that are related to the literature being studied or the grammar lessons being taught, which makes them a great way to reinforce basic ideas and language skills. The platform's instantaneous feedback feature helps students understand their mistakes right away, which is an important part of being successful.

The social and cultural aspect of Kahoot! is also very important for making the classroom a better place. It gets all students involved, even those who might not speak up in a regular classroom. This increased involvement can lead to better communication skills because students feel more comfortable talking to each other and are actually motivated to do so.

There are also a lot of different ways to learn that can be used with Kahoot! The colourful interface and graphical representations can help people who learn best by seeing things understand better. Auditory learners can benefit from the game's auditory stimuli and the verbal exchange

around questions and answers, and kinesthetic learners enjoy the interactive features of the platform.

One great thing about Kahoot! is that it can give immediate feedback and results. This feature not only makes learning more fun, but it also lets teachers check for understanding in real time. Teachers can use this immediate feedback to change how they teach and focus on areas where students may be having trouble.

While these benefits are great, there are some things that need to be thought about when using Kahoot! in a middle school English classroom. Technical issues, like unstable internet connections, could stop the game from moving smoothly. Also, the competitive nature of the game could make many students nervous, especially those who aren't sure of their language skills.
Kahoot! is a fun, interactive, and effective way to get students involved in learning English. The tool's ability to accommodate different learning styles, provide immediate feedback, and improve classroom dynamics makes it a useful asset in the field of education. However, teachers must be aware of the possible problems and plan accordingly to ensure a positive and all-encompassing educational experience.

Interactive websites offer a wide range of educational materials for teachers, such as video lectures, animations, exercises, quizzes, and exam questions. This helps teachers plan and run classes that are interesting and different, breaking up the monotony of traditional teaching methods. For students, these platforms allow for different learning styles and boost motivation, making learning more fun.

Adding these websites to social studies and language classes can change the way the classes work, making them more fun and interesting. This is especially helpful for English language classes, where interactive content and activities can greatly increase student interest and participation.

Audio and animated video lectures, tests, homework, interactive exercises, worksheets, and games are some of the most popular and well-reviewed types of content on these websites. The variety of content not only keeps students interested, but it also meets the needs and preferences of all learners, which is very important for language acquisition.

Even though there are benefits, using interactive websites in schools can be hard because of problems like slow internet connections and content that might not always fit perfectly with the curriculum. Some resources also require paid memberships, which could make them less accessible. These problems show how important it is to have trustworthy, high-quality, and easy-to-find resources in language learning settings.

To get the most out of these interactive education websites, teachers should use them more often in their lessons and make sure they have the right training and tools to use them effectively. This is especially important when it comes to English language learning, where making sure teachers know how to use technology well and have access to good online resources is key for improving both teaching and learning.

In conclusion, mastering communicative competence in a foreign language involves more than just grammar. It's about being able to use language effectively in different situations, understand cultural nuances, and communicate clearly. This skill takes time to develop and requires constant practice and exposure to the language. In today's interconnected world, being able to communicate in a foreign language opens up new opportunities and perspectives. In essence, interactive websites revolutionise language learning by promoting collaboration, engagement, and flexibility. By embracing these tools and adapting teaching methods to leverage their full potential, educators can empower students to become proficient communicators in a globalised world.

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TEACHING ENGLISH BASED ON TV ADVERTISEMENTS

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Language is the most important means of human communication. It is a social means of storing and transmitting information, one of the means of managing human behavior. Language arose simultaneously with the emergence of society in the process of joint labor activity of primitive people. The emergence of articulate speech was a powerful means of further development of man, society and consciousness. Language is realized and exists in speech.

Speech is generally understood as one of the types of human communicative activity – the use of language tools to communicate with other members of the language team. This is both the process of speaking (speech activity) and its result (speech works recorded by memory or writing). Television speech is a speech delivered from TV screens by program presenters and journalists, heroes of TV shows. At the same time, it should be borne in mind that the speech of television professionals and the speech of the heroes of the programs (non-professionals in the field of television broadcasting) is perceived by the audience in different ways.

In modern world, advertising is a single global network that affects the interests of many people. Every day we unknowingly encounter this resonant industry, being influenced by advertising slogans. Textual basis of advertising is "a written statement of the most important arguments and appeals that help solve the tasks set" [1, 11].

The main purpose of advertising text is to draw attention to any subject or object, to communicate information about goods or services for their successful popularization. Advertising text is a very voluminous concept, and to a large extent conditional; there is no single, working definition among linguists today. This situation is due, in our opinion, to the fact that the text is a complex phenomenon that is in constant dynamics, including a certain set of semantic components.

"Advertising text, in addition to evaluative (characteristics of the advertised product), is also saturated with causative (causal-target) meanings, which, being a meaningful increment, determines not only the informational richness of these texts, but also the diversity communication attitudes. And one of the main motives embedded in the advertising text is the motive of personal gain" [2, 35].

Modern approaches to the study of advertising text are quite diverse; today advertising is the subject of active discussions among representatives of different fields: linguists, politicians, cultural and artistic figures, as well as specialists in the PR industry. Most of them admit that extralinguistic factors influence the correct understanding of the advertising text, for example, the addressee's personal life experience, knowledge of the world, opinions, values, principles and ideals.