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USE OF MULTIMEDIA TECHNOLOGIES IN TRANSLATION CLASSES IN HIGHER EDUCATION INSTITUTIONS

The article analyzes the use of the most common multimedia technologies in translation classes in higher education institutions and their significance. The challenges of the modern world encourage all sectors of society to use the latest developments and technologies. Sustaining important results in any sphere of life is currently impossible based on old methods. This also applies to the education system. A good education is the key to an intelligent and competitive future generation. Therefore, the main challenge of modern education is to provide students with globalized and in-depth knowledge, skills and the ability to adapt to the modern requirements of society. Since 2020, when the world was shaken by the Covid-19 pandemic, the education system found itself in an extremely difficult state, as it was not ready for a drastic change in the format of education. However, it was this situation that gave a powerful impetus to global changes in the education system and teaching format. Global corporations began to develop special programs that could be used to replace the old teaching format. This made it possible to make classes more interesting and interactive. The latest trends in education pushed lecturers to use multimedia technologies, which made it possible for classes to be more interesting. Such classes contribute to better assimilation of new material, according to the latest research. There are both standard programs for working in online formats and a variety of additional technologies that lecturers can use. In our article, we indicated the most common multimedia technologies used by lecturers in higher education institutions in translation classes, such as presentations, audio and video exercises, GPT chat, gamification, Kahoot platform, machine translation systems, etc. All this gives lecturers the opportunity to make translation classes interesting, more interactive and add more new interesting material. The modern education system must rise to the demands of a globalized society and provide students with the knowledge and skills they may need in future professions, as this is the key to a smart and competitive future generation.

Key words: classes, translation, multimedia technologies, education system, globalization.

Statement of the problem. Modern world challenges in the field of education emphasize the use of the latest technologies for better perception and assimilation of new material. The leading Western countries have been using such technologies in education for a considerable period of time, which has made it possible to significantly improve the level of education.

The globalization processes of the modern world promote the exchange of experience in many fields of knowledge. Thus, the tendency to use various multimedia technologies has attracted the attention of the education system of our country.

This topic is relevant because more and more researchers in the field of Philology are studying these technologies and trying to adapt them to our education system.

Analysis of recent research and publications.

Among modern researchers dealing with this topic, we can mention such names as Rudnytska K.V., Broslavska G., Sinytsia M.O.

Let's consider this in more detail. Rudnytska K.V. notes that «the use of multimedia technologies is distinguished by interactivity, flexibility of application and integration of various types of educational information, and also turns students into subjects of learning» [1, p. 233]. From the point of view of G. Broslavska: «The use of multimedia technologies in classes contributes to the implementation of didactic functions (cognitive, developmental, research, communicative) in the educational process ... At the same time, there is a diversification of the ways of presenting and presenting information» [2, p. 147].

Sinytsia M.O. states that in the modern world, «there is an urgent need for informatization of education, the purpose of which is the global rationalization of intellectual activity through the use of new information technologies, a radical increase in the efficiency and quality of training specialists with a new type of thinking that meets the requirements of a post-industrial society» [3, p. 424].

So we can admit that the researchers claim and agree in their studies that the use of multimedia technologies in classes has a positive impact and the development of cognitive, research and communicative functions of students.

Task statement. The task of this article is a general overview of the most common types of modern multimedia technologies used in translation classes in higher education institutions.

Outline of the main material of the study. Scientific and technological progress and globalization trends of the modern world provide the possibility of wider opportunities in all fields. And education is no exception. The latest world trends, based on the new format of online education, require fast and multifunctional capabilities that would allow students and teachers to reach a new level of education, while not losing the quality of education. Such tasks gave a significant impetus to the development of new multimedia technologies that would enable teachers to make classes interesting and interactive.

Modern translation classes in higher education institutions can be quite creative due to the use of multimedia technologies. Some time ago, only audio tasks and text translation were used in translation classes. However, now the situation has changed significantly. The latest trends in education pushed lecturers to use multimedia technologies, which made it possible for classes to be more interesting. Such classes contribute to better assimilation of new material, according to the latest research.

This subject is interesting to study because it significantly expands the boundaries of ordinary classes and provides huge opportunities for both lecturers and students.

Nowadays, in classes in higher education institutions, lecturers use various multimedia technologies to improve the quality of education. There are both standard programs for working in an online format, and various additional technologies that lecturers can use.

It is important to note that the offline learning format could not always provide lecturers with such wide opportunities for conducting classes. But online

learning, on the contrary, promotes the use of various multimedia technologies during classes.

Let's consider the most popular types of multimedia technologies for translation classes in higher education institutions:

1. Presentations.

Teaching new material in the form of presentations makes it more logical and consistent. This contributes to better concentration of students' attention and assimilation of the material.

It should also be noted that presentations make it possible to engage the visual memory of students because they can contain certain pictures, examples or drawings when explaining a certain topic. The lecturer can also use thematic videos to better explain a certain topic. According to the latest research, the use of audio and video format leads to better learning of the material by students, because it involves several areas of the brain at once.

Presentations provide much wider opportunities for explaining the material. This format of presentation of new information has been very widespread among Western countries for many years and has shown good results in the assimilation of the material by students over the years.

This is especially relevant in the context of online learning because listening to a monotonous lecture will not give good results and may lead to certain difficulties in understanding new material because of technical problems (bad Internet connection, problems with sound or video playback) or bad concentration of students' attention will not lead to good assimilation of knowledge by students who are used to perceiving information not only auditorily, but also to the involvement of visual memory.

2. Audio exercises.

These types of tasks are usually the most difficult for students. With the development of the latest technologies, lecturers nowadays can use different platforms for audio exercises. In translation classes, such tasks are extremely important, because they train students' attention, concentration, and memory, and help better assimilation of the material to the skills of sequential translation, which is considered the most difficult type of translation.

Unlike a written translation, audio tasks help students become familiar with both the classical pronunciation of native speakers and different types of dialects. Such tasks are an important integral part of translation classes.

3. Video exercises.

This type of exercise appeared a few years ago and has already gained popularity. Unlike audio exercises,

using video exercises is a little easier for students, because visualization helps to absorb new information and understand new vocabulary faster.

The use of videos during lectures significantly improves the quality of students' knowledge and accelerates learning of the material. It should also be noted that students' concentration is much better in lectures using videos.

4. GPT chat and its analogues.

This is the most relevant multimedia technology of modern education. The advent of GPT chat revolutionized the educational process. This chat allows you to use various audio tasks, and exercises for translation. The program can select texts on a certain topic for translation, for example, technical, legal, etc.

But the main feature of this program is that you can use it not only in the form of text, but also use its audio capabilities. They arouse extraordinary interest in students and help a lot in the development of translation skills.

When using the audio capabilities of this program, students can choose not only the desired language but also certain dialects to deepen their knowledge and translation skills. A significant advantage of this program is that not only lecturers can use it in practical classes and lectures, but also students can use it independently to deepen their knowledge or search for certain information. This program is capable of answering questions that can be used to create a dialogue between the student and the program on a topic chosen by the lecturer or student.

Unfortunately, there are certain disadvantages to using this program. First of all, this is its use by students not to deepen their knowledge, but to facilitate the search for information that had to be researched independently according to a certain list of literature.

This led to the development of a new technology – Industry 5.0. This program is still in a state of disarray but promises an even more revolutionary approach to the educational process.

Industry 5.0 means the cooperation of modern technologies with people to increase the efficiency and productivity of learning. In education, this means collaboration between technology, lecturers and students to improve the efficiency and effectiveness of teaching and learning. Industry 5.0 technologies have the potential to fundamentally change the way students learn and teach new material.

Unlike GPT chat, which aims for a more automated form of work and maximum elimination of human intervention, Industry 5.0 seeks to create a balance

between the involvement of humans and machines to maximize the benefits of their interaction.

This is a new and revolutionary system of multimedia technologies that will be introduced into the education system. It will make it possible to immediately identify the problems of students and gaps in their knowledge and create a special personal approach to the education of such students.

This will make it possible to significantly improve the quality of education and activate students, and develop new formats of classes.

It is also important to note that the use of Industry 5.0 will be based on the use of Artificial Intelligence, which, in turn, can lead to the involvement of many new technologies in classes at once.

5. Machine translation systems.

These programs are aimed at translating large volumes of texts. Usually, they are rarely used in classes, mainly in machine translation classes only, and can be used by lecturers to acquaint students with the principles of operation of such programs and the specifics of this type of translation.

6. Gamification of the educational process.

It is important to note that this format is quite new in use in classes, but it is marked by good results in students' assimilation of knowledge.

Gamification is of considerable interest among students. This technology can involve various types of other technologies, such as video or audio tasks. This leads to better memorization of information and better focusing of students' attention on the new topic and new material.

Such technology can be used in various classes, but in classes on technical translation or business translation, it will significantly improve the quality of students' knowledge. The terminology of such classes is quite difficult to remember, and the game format will provide students with a large amount of new information, while not losing the students' attention. Such activities can also involve students in participating in this process, which arouses considerable interest among students.

With the advent of Artificial Intelligence, gamification classes can reach a new and interesting level, because it will provide teachers with new opportunities to use several modern multimedia technologies at once. However, it should be noted that the gamification process should be introduced into the educational process in such a way as not to contribute to students' loss of interest in classes of a different format because the educational process cannot be based only on gamification, but also to encourage students to self-study.

7. Kahoot.

This platform is quite popular for use in classes in higher education institutions. It allows you to significantly improve the attention of students in classes and contributes to better memorization of new information. The Kahoot platform also uses a game-based approach to learning new information, which allows students to focus on learning a new topic during class and remember new terminology without problems. This is an important component of translation classes.

The use of multimedia technologies in modern classes in higher education institutions is a mandatory component. The globalization trends of the modern world contribute to the spread of a creative approach to learning. Such opportunities allow students to participate in the class not only as student but also as teacher, gain experience working with the audience, and develop public speaking skills.

Since 2020, lockdowns due to the Covid-19 pandemic have contributed to the development of online learning. At that time, the challenges to education were aimed at a quick change in the format of education, but the format change should not contribute to the loss of quality of education.

Large global corporations were actively engaged in the development of special programs for schoolchildren and students. This gave wide opportunities for the educational process.

It is important to note that the online learning system enabled students not only to complete the tasks given by the lecturer but also to participate in the class in the role of the teacher. This has a positive effect on the emphasis on the educational process and accustoms students to work with the audience and develops public speaking skills. Thanks to online learning, students who previously had problems with working with the audience due to some inner turmoil, now begin to actively work and develop the skills of working with the audience. This is an important component of the modern education system, because in today's globalized world, knowledge and skills are needed in the development of various presentations, speeches, work with a large audience, because work in modern international companies requires not only a good knowledge of foreign languages, but also the ability to implement all this technically and be able to present it to a large audience.

The modern education system must adapt to the demands of a globalized society and provide students with the knowledge and skills they may need in their future profession.

Universities in Western countries attract students to actively participate in classes, make various research projects and write scientific papers. Such student activity contributes to the acquisition of deeper knowledge by students because conducting scientific research contributes to better concentration of attention and assimilation of knowledge.

Conclusions. Today's globalized world is primarily characterized by the active use of multimedia resources. No sphere of our life can do without the use of the latest technologies. The education system is no exception. A good education is the way to success and prosperity for future generations. Therefore, modern education must always be at a high level, because future generations must acquire all the necessary skills for further work and professional growth, be good specialists and be competitive.

The outdated education system is no longer able to produce competitive generations in the harsh conditions of the modern world. Therefore, the transition to a new education system should be based on the maximum use of various multimedia technologies and their active introduction into the educational process. Such technologies not only allow students to be introduced to a variety of programs that they can then use in self-study, but also help them acquire certain skills that will be useful in the future.

The modern education system must be able to adapt to new demands of society and be ready for changes in the format of classes, their informativeness and goals.

Changing the format of classes to the active use of multimedia technologies will significantly interest students and encourage their active self-study after classes, which will allow them to significantly deepen their knowledge of subjects and contribute to the acquisition of research, cognitive and communication skills.

The globalization processes of the modern world promote the exchange of experience in many fields of knowledge. That is why Western countries can be a good example of using a new approach to the education system because they are actively engaged in the introduction of the latest technologies in the field of education. The exchange of experience is a good opportunity to improve the modern field of education and bring it to a completely new and interesting level.

This topic is relevant and more and more researchers each year are studying the approach of using multimedia technologies and trying to adapt them to our education system to make it more progressive and competitive.

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Карачова Д. В., Мирошніченко В. М., Пільгуй Н. М. ВИКОРИСТАННЯ МУЛЬТИМЕДІЙНИХ ТЕХНОЛОГІЙ НА ЗАНЯТТЯХ З ПЕРЕКЛАДУ У ВИЩИХ НАВЧАЛЬНИХ ЗАКЛАДАХ

У статті аналізується використання найпоширеніших мультимедійних засобів на заняттях з перекладу у вищих навчальних закладах та їх значущість. Виклики сучасного світу спонукають всі галузі суспільства до використання новітніх розробок та технологій. Отримання важливих результатів у будь якій галузі наразі неможливе на основі старих методів. Стосується це також і системи освіти. Гарна освіта – це запорука розумного та конкурентоспроможного майбутнього покоління. Отже, головним викликом сучасної освіти є надання студентам глобалізованих та глибоких знань, навичок та умінь підлаштовуватись під сучасні вимоги суспільства. Починаючи з 2020 року, коли світ сколихнула пандемія Ковід 19, система освіти опинилась у надзвичайно важкій ситуації, адже вона не була готова до різкої зміни формату навчання. Проте саме ця ситуація дала потужний поштовх до глобальних змін у системі освіти та форматі навчання. Світові корпорації почали займатись розробкою спеціальних програм, які могли б використовуватись на заміну старому формату навчання. Це значно допомогло зробити заняття цікавішими та більш інтерактивними. Новітні тенденції у навчанні підштовхнули викладачів до використання мультимедійних технологій, що дало змогу заняттям бути більш насиченими та цікавими. Такі заняття сприяють кращому засвоєнню нового матеріалу, як стверджують дослідження. Існують як стандартні програми для роботи в онлайн форматі, так і різноманітні додаткові технології, які можуть використовувати викладачі. У нашій статті нами були зазначені найпоширеніші мультимедійні технології, які найчастіше використовуються викладачами у вищих навчальних закладах на заняттях з перекладу, як, наприклад, презентації, аудіо та відео вправи, чат GPT, гейміфікація, платформа Kahoot, системи машинного перекладу тощо. Все це дає викладачам можливість зробити заняття з перекладу цікавішими, більш інтерактивними та насиченими новим цікавим матеріалом. Сучасна система освіти повинна підлаштовуватись під запити глобалізованого суспільства та надавати студентам знання та навички, які їм можуть знадобитися у майбутній професії, адже це запорука розумного та конкурентоспроможного майбутнього покоління.

Ключові слова: заняття, переклад, мультимедійні технології, система освіти, глобалізація.