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**PECULIARITIES OF PROFESSION ORIENTED
COMPETENCY****ОСОБЕННОСТИ ПРОФЕССИОНАЛЬНО-
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Key words: professional competence, communication skills, language skills, communicative methodology.

Ключевые слова: профессиональная компетенция, навыки общения, языковые навыки, коммуникативная методология.

Abstract. The article deals with an important role of profession oriented competence in English studying in our educational system for all subjects at the university level. Good communication skills are absolutely vital. The context approach is considered as one of the means to teach profession oriented communication. An electronic text book is being described as another innovative means of communicative competence forming.

Аннотация. В статье рассматривается важная роль профессионально-ориентированной компетенции в изучении английского языка в нашей образовательной системе для всех предметов на университетском уровне. Хорошие коммуникативные навыки абсолютно необходимы. В качестве одного из средств обучения профессионально-ориентированному общению рассматривается контекстный подход. В качестве инновационного средства формирования коммуникативной компетенции рассматривается электронный учебник.

New economic conditions, new approaches and requirements to the content of education can't be implemented without innovative approach to improvement of training methods. Modern expert's professional level implies not only the ability to analyze and solve problems, but also the ability to improve one's own activity technologies and to define one's own strategy. The modern expert is more likely to master not the sum of knowledge, but the set of key competences including such modern resource as a foreign language. Foreign language occupies a special place in the education system in the era of culture globalization. For the modern professional it is not only a means of communication, but also the source of intellectual, cultural and professional personality development and the factor of society's social, economic, scientific and technical progress. Foreign language skills in the field of professional communication enable to facilitate socialization in the labor market, to

adapt to dynamically changing conditions and to apply knowledge in creating new competitive products.

Profession oriented foreign language communication efficiency directly depends on the ability to consider cultural features of the interlocutor's country, on the ability to change communicative behavior tactics in changing conditions of communicative situation and to apply these skills for the solution of professional tasks. Ability to carry out effective foreign language communication in the process of professional activity is an important component of the expert's vocational training. Hence, it's necessary to create a qualitatively new education system, capable to provide the experts' effective communication in the modern global space.

Application of the context approach principles in foreign language training allows to solve such problems as: increasing foreign language learning motivation and forming professional interests and motives in complex with other disciplines; developing the expert's system thinking, understanding one's own professional identity, place and role in professional community and society as a whole; forming the expert's identity possessing social skills of interaction and communication, individual and joint decision-making; developing responsible relation to business, social values and principles of professional team or society. An example of context approach application in teaching profession oriented foreign language communication is conducting integrated classes in the form of foreign language educational projects developed by teachers of foreign languages department in cooperation with professional department specialists, speaking a foreign language at the level not disturbing communication.

Working at the content part of presentation, students mastered this content in monologue and dialogue forms, consolidating language knowledge and improving the language command. Teachers of English gave students differentiated help, and gradually students started to cope with the tasks, understanding the importance of mastering ready speech models in a real professional situation.

Development and implementation of the educational project demanded from all participants harmonious work for finding the optimal balance between two of its components, i.e. selection of the contents corresponding to professional activity and speech models for the practice oriented communicative competence forming. Foreign language teachers had to develop tasks for students' individual and group work with the purpose of developing educational activity according to each student's abilities and creating the feeling of success. Profession oriented context had to correspond to the language training content and promote available knowledge systematization and new speech models development, advancing students to achievement of the aims stated.

The electronic textbook should be developed according to the working program of the discipline and be the accumulator of the main didactic, methodical, scientific and directory materials used by teachers for preparation and implementation at all types and forms of classes. For students the electronic textbook is not only a means of applying training materials during educational process or preparation for the classes

under the direction of the teacher, but also a means for independent studying and a source of obtaining additional data in foreign language. Besides, the electronic textbook gives teachers the opportunity to carry out current and total control of students' progress quickly and objectively, and students can qualitatively solve problems of accumulated skills self-control. But, on the other hand, it is important to emphasize that, despite all the advantages of electronic educational editions, it is necessary to consider that electronic textbooks are only the auxiliary tool, they can supplement instead of replacing the teacher. Thus, there is nothing surprising that information and communicative technologies start being used as the innovative trends of modern education and are more actively used in training process. Educational activity of modern higher education institution is carried out in competitive market conditions that forces to pay special attention to quality of provided services. Efficiency of modern technologies and methods of training will depend in many respects on the teacher's ability to solve the problem not only of creating the comfortable psychological and emotional environment for training, but also of finding optimal balance between selecting relevant professional activity of the contents and speech models enabling to form practice-oriented communicative competence.

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COMPETITIVENESS OF BELARUS: PROBLEMS OF EVALUATION

КОНКУРЕНТОСПОСОБНОСТЬ БЕЛАРУСИ: ПРОБЛЕМЫ ОЦЕНКИ

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Abstract. The article considers national competitiveness in conditions of globalization challenges. Competitiveness is an important indicator of the country on the world stage. It allows you to evaluate trade effectiveness in this country, productivity of labour, stages of competitive advantages of the country, etc. Reviewed are the ratings of international competitiveness in recent years and Belarus' position in them. Belarus is considerably inferior to the countries-neighbors according to various indicators of competitiveness. Although in the period from 2002 to 2012,