THE USE OF INFOGRAPHICS WHEN TEACHING FOREIGN LANGUAGES AT UNIVERSITY

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Infographics is a visual presentation of both textual and statistical information. Due to its clear organization, small volume, visualization of details and attractiveness of presentation, visual information is absorbed faster and more easily than information one can acquire while reading a text.

At present, teaching and learning a foreign language at a university are characterized by the fact that, far too often, we apply elements of a project approach as well as simulation, which are associated with the use of visual aids during the process. Moreover, almost any direction of academic activity at university requires the introduction of information and communication technologies (ICT), and the purpose of training has become "*teach to learn*" to receive and arrange the information in the best possible way and to structure it correctly.

The use of infographics in the study of foreign languages is very diverse and one can apply it in such work forms as brainstorming, annotating, taking notes, writing an essay, report, abstract; presentation; group work of students. There are several types of infographics that are traditionally taken into consideration in teaching a foreign language:

– mind maps;
– matrix templates;
– reference schemes.

Mind maps can easily replace taking notes, as, compared to which, they save from 50 to 95 percent of the time while recording information, and over 90 percent – while perceiving it.

In the further learning process, matrix structures can be effectively used to understand and master lexical or grammatical material with almost no restrictions. The importance of doing lexical and grammar tasks using matrix structures can be explained through the fact that the tasks are meant to be completely of a 'do-it-yourself' type as it is impossible to get totally 'ready-to-use' materials for doing them from the Internet. Students seem as though they are getting together parts of a

construction set toy while independently filling in the matrix structure with the appropriate content.

The development of graphic matrix templates contributes greatly to facilitating learning and teaching a foreign language. A visual method like this optimizes the explanation of the material significantly. A matrix template is teaching aid, a 'way of packaging' educational material, a tool that helps us understand. The method is result-aimed. It is used both for individual work and team work. It can be used both in the classroom and remotely. It involves both rational and emotional types of thinking.

One can single out the use of matrix templates as a particular approach to enable a teacher to set up the framework and context of the lesson, using, for example, a colorful metaphor as a frame for the content being discussed. Structuring the process, this frame, provides a wonderful effect changing the nature and quality of the material under consideration. While completing the task with help of the matrix template, students can work both individually and in group.

In conclusion, infographics (the use of intelligence maps, matrix templates and reference schemes) as a teaching and learning method has plenty of advantages:
− it is interesting and fascinating for students;
− it is easy to use;
− it meets the latest requirements;
− it provides an opportunity to create an accessible, well-arranged and compact product;
− it provides means for efficient planning and structuring;
− it has an analytical nature and facilitates memorization;
− it helps focus attention where necessary and when necessary during the process of language acquisition due to 'catches', reference points.