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## Development of interactional competence among students by visualization tools in a foreign language class

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### Abstract

The given article examines the efficacy of multimedia presentations and infographics in enhancing the pedagogical process of foreign language acquisition in higher educational institutions, which assists educators to deliver information in an accessible manner and at the same time stimulate learners' engagement. The author highlights that the deliberate integration of contemporary strategies and visualization tools fosters favorable pedagogical circumstances, which in turn enhance the acquisition of specialized knowledge and cultivate students' creative abilities. This article also examines the concept of cognitive visualization, which exerts a substantial influence on the academic process. Considerable emphasis is placed on the development of interactional competence as it significantly promotes and fosters intercultural communication and facilitates the most advantageous outcomes during foreign language learning. In conclusion, it is worth mentioning that the utilization of visualization in the form of multimedia presentations and infographics as an instructional tool can prove advantageous in facilitating foreign language acquisition by enhancing the concreteness of words and phrases. Visualization can effectively boost foreign language learners' creativity, foster deeper engagement with the material, and elevate the quality of students' visualization abilities.

### For citation

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### Keywords

Visualization, students, interactional competence, multimedia presentation, infographics, foreign language, cognitive visualization, educational process, higher education institution.

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## Introduction

As the amount of foreign language learning information keeps increasing and time-saving remains a crucial priority, there is a pressing demand for more efficient solutions. The educational and professional spheres demand a certain level of proficiency in communication and conveying information. Acquiring proficiency in a new language is an intricate and demanding challenge, and it takes a foreign language teacher much time and energy to encourage and engage students in the process of obtaining knowledge and skills. The promotion of interactive competence contributes to the cultivation of intercultural communication proficiency and cognitive autonomy in the context of professional activity. This is achieved by means of transitioning from the acquisition of a foreign language as an academic discipline to its practical utilization in professional purposes. Thus, it is vital to emphasize that employing visualization techniques can significantly simplify the instructor's role in the formation of students' interactive competence while enhancing the foreign language learning experience in higher educational institutions.

The enhancement of educational tools is primarily focused on visualization, which is deemed to be the most significant aspect. It is worth mentioning that the utilization of visual aids in the teaching of non-native languages is rapidly gaining popularity. Throughout the history of foreign language education, the concept of visualization has consistently been recognized as a fundamental principle for both learning and teaching foreign languages in higher educational institutions.

In all stages of learning, visualization is a common practice that continues to expand its range of usage as it helps students enhance the efficiency and engagement of the language learning process. In present times, the focus has shifted towards numerous visualization tools that have been developed through a variety of information processing methods. The utilization of instructional visualization tools intends to provide a user-friendly and accessible way to present and absorb a diverse range of linguistic, cultural, and communicative knowledge. The ultimate goal is to enhance the understanding of such knowledge by making it more generalized.

## Main part

In order to improve understanding of academic content, foreign language teachers utilize the technique of increasing visualization. The most widespread type of visualization is a cognitive one, which aims at redirecting mere illustration towards the enhancement of cognitive abilities and critical thinking. The method of cognitive visualization prioritizes the importance of observing what is being learned, fostering the desire to learn more, and creating a positive outlook when acquiring new languages. The cognitive visualization of pedagogical objects is known to have a notable impact on the enhancement of the learning process and the stimulation of educational engagement.

The use of visualization tools in foreign language teaching offers an effective system to enhance learning and maximize the benefits of foreign language instruction by effectively presenting information and conveying knowledge in an educational, developmental, and cognitive context. Foreign language learning greatly benefits from the implementation of a visualization system, which offers numerous language learning opportunities.

Nowadays, there is an abundance of tools for visualizing knowledge, with a particular focus on those utilizing cutting-edge information technologies. Among various methods of presenting educationally visualized information, it would be reasonable to mention a multimedia presentation and an infographic within higher educational institutions.

A smart way to excel in foreign language learning involves mastering various aspects, such as cognitive, educational, and developmental aspects. Besides, the students need to get involved in all forms of speech activities, including reading, speaking, listening, and writing. Achieving proficiency in language knowledge and skill development can be attributed to the utilization of multimedia presentations, which necessitate the organization and summarization of content as well as the systematization of gathered information through the use of basic concepts, rules, and visual aids.

Multimedia presentations are frequently utilized in the pedagogical sphere. The academic process requires students to conduct online research in order to obtain relevant information necessary for their tasks. In order to construct an effective presentation, a student must engage in comprehensive research activities, consult a vast array of information resources, and carefully curate a selection of necessary materials. Each presentation is the result of unique creativity and individual efforts. During presentations, the acquisition of a foreign language serves as a source of motivation, leading to the expansion of the student's background knowledge, broadening their horizons, and enhancing cognitive functioning. A multimedia presentation presents an advantageous prospect for achieving the functional use of language in communication. The inclusion of multimedia elements, such as illustrations and sound, results in a more lively and vibrant learning experience, enhancing the overall effectiveness of instruction. The preparation of the presentation can involve both the instructor and the students. When preparing a presentation, the student acquires the ability to construct a logically structured and coherent presentation.

The use of multimedia presentations in teaching evokes special academic interest. Thus, this issue has been consistently regarded by scholars, methodologists, and practicing teachers. Most papers specify technical design, versions of Microsoft PowerPoint, technological features, volume, and layout of texts [Bochina, Ageeva, Vlasicheva, 2014].

The main unit of educational multimedia presentation is a slide, or a frame of presentation of educational information, considering ergonomic requirements of visual perception of information. The obligatory structural elements of an educational multimedia presentation are: cover; title slide; table of contents; script, slides, and their design; glossary of terms; presentation of the training presentation; list of used literature; assessment of presentation skills [Zhigadlo, Odinkaya, Sheredekina, 2018].

A presentation includes various forms of media content, making understanding for students of higher educational institutions much easier. Consequently, due to the visuals, the learners can retain the foreign language information for a longer period of time. Multimedia presentations offer the benefit of combining images and information, which facilitates better comprehension for the viewers. Moreover, incorporating visualization tools helps enhance the students' memory retention.

Multimedia presentations are able to facilitate the implementation of a communicative approach in foreign language classes; they convey knowledge of vocabulary, grammar, phonetics, and communication in a manner that is simple to comprehend and take in.

Multimedia presentations combine various media, such as images, text, videos, and speech, to effectively capture and convey important information of professional significance. The prevailing belief is that people use different approaches to encode information, including not just verbal and visual methods but also the auditory channel for information retention. Furthermore, the incorporation of multimedia presentations within foreign language lessons offers a diverse range of language skills utilization, encompassing reading, listening comprehension, and writing. The reason for achieving expertise in professional knowledge and enhancing information skills in this context is attributed to the independent and innovative approach required in preparing presentations, which involves exploring and selecting relevant information, organizing it effectively on slides, and choosing suitable images and videos.

Multimedia presentations are an effective technique for developing and improving a monologue statement since the student has the opportunity to use keywords, diagrams, pictures, and tables that they have independently developed in the course of their speech [Najmiddinova, 2021].

Infographics are a unique method of visually presenting data and information. This visualization tool revolves around the concept of visual structuring, where various and intricate ideas are represented through drawings, charts, diagrams, etc. Effective implementation of infographics requires careful consideration of information interpretation and visual presentation principles. When creating numerous schemes and diagrams, it's wise to keep certain guidelines in mind. Utilizing color not only catches the eye but also enhances language learning efficiency, whereas incorporating contrasting elements can effectively emphasize crucial details. The integration of visual aids and mastering their appropriate usage can greatly enhance students' learning experiences and result in heightened academic achievement.

Infographics are believed to serve a greater purpose than simply presenting facts, as they have the ability to convey information in a visual format. The learners become familiar with the various infographic styles and then proceed to select suitable content based on their intended objectives. The fundamental objective is to select linguistic elements from the educational content.

Infographics usually consist of information fragments that are highly detailed and interconnected with other fragments. There is no doubt that the primary objective of infographics is to provide information. One of the primary advantages of incorporating a visual element into an educational process is its capacity to present a significant variety of information in a structured and easy-to-comprehend manner. An infographic is considered a tool for presenting information visually and aiding in its analysis. Its purpose is not simply to convey data but to visually represent it in a user-friendly manner, facilitating the identification of connections between different pieces of information. While creating infographics, foreign language students are compelled to extract and process relevant information on their own. This involves not only organizing the facts but also presenting them in a visually appealing way.

Infographics can prove to be highly beneficial in the language classroom, as they offer numerous opportunities for students to enhance their language proficiency and expand their cultural perspectives. Infographics possess strong visual appeal and cultural value, enabling educators to effortlessly implement varied tasks for students. Within the language classroom, infographics offer students various chances to improve their language skills and broaden their cultural horizons.

Using of infographics in the context of the competence approach makes the process of learning foreign languages practice-oriented and promotes the formation of the necessary skills for foreign language communication, and it can be considered a means of enhancing the pedagogical excellence of foreign language teachers [Trubitsina, Volovatova, Eremin, 2022].

## Conclusion

In conclusion, it is worth mentioning that the utilization of visualization in the form of multimedia presentations and infographics as an instructional tool can prove advantageous in facilitating foreign language acquisition by enhancing the concreteness of words and phrases. Visualization can effectively boost foreign language learners' creativity, foster deeper engagement with the material, and elevate the quality of students' visualization abilities.

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## **Формирование интерактивной компетенции у студентов средствами визуализации на занятиях по иностранному языку**

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### **Аннотация**

В данной работе рассматриваются эффективные средства визуализации, а именно мультимедийная презентация и инфографика, которые могут не только облегчить задачу

преподавателя при изучении иностранного языка в высшей школе, а также мотивировать и вовлекать студентов в учебный процесс. Автор приходит к заключению, что активное внедрение современных способов и средств визуализации информации позволяет создать необходимые педагогические условия, которые способствуют росту специальных знаний и формированию творческих способностей студентов. В статье также анализируется понятие когнитивной визуализации, существенно влияющей на активизацию учебной деятельности в целом. Особое внимание в работе уделено формированию интерактивной компетенции, которая содействует развитию способности к межкультурному общению и изучению иностранного языка с наиболее эффективным результатом.

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#### Ключевые слова

Визуализация, студенты, интерактивная компетенция, мультимедийная презентация, инфографика, иностранный язык, когнитивная визуализация, учебный процесс, высшее учебное заведение.

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