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## **COGNITIVE-COMMUNICATIVE TEACHING METHODS FOR HIGHER EDUCATION STUDENTS AS THE LATEST EDUCATIONAL TECHNOLOGIES**

Cognitive-communicative methods are actively used during training not only for students, but also for students of higher education, regardless of specialization and future profession. The implementation of the latest educational technologies for learning should be considered as a way of innovative transformation of modern pedagogical reality and educational environment by the teacher [1].

It is the teacher who designs and implements various forms of organization of the educational process and classes as its individual elements, uses many methods, forms, tools and technologies that provide a progressive way of thinking of the student on the movement of knowledge, creating a varied educational environment.

The essence of the cognitive-communicative approach is a strategy that models communication, creates a psychological and linguistic environment, conscious understanding of the material and ways of acting on them, as well as awareness of the requirements for the effectiveness of expression, implementation of basic communication functions [4].

The essence of the cognitive approach is that the learning process is aimed at solving problems such as perception (cognition), acquisition, processing, structuring, storage, use, imagination and logical thinking.

If the methods of communicative teaching allow you to master a foreign language at a level sufficient for adaptation in the country of the studied language in the society of foreigners, then the cognitive approach gives students a tool for learning, turning a foreign language into the same way of knowing the world as their native language. This helps students a lot in mastering the basics of translating technical and scientific literature.

Cognitive-communicative technologies are divided into the following categories:

- project activity;
- training conference;
- creative workshop;
- collage;
- installation;
- smart cards;
- case method;
- work with tables, diagrams.

With the help of these categories the student has the opportunity to fully understand the essence of the material not only during classes in the classroom, but also to remotely oppose it during distance learning and self-study of any discipline.

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