

## USING APPS AND GOOGLE COMPANY PRODUCTS IN TEACHING BUSINESS ENGLISH

*The article analyzes the key features of Google Apps Education Edition and the major Google services which help to learn, improve systems skills and contribute to the future economists' professional growth. Professional usage of Google information products by all members of the educational community is the process which provides an opportunity to increase the level of future economists' cognitive activity, and can become a powerful motivator and a tool to support and promote the person-centered training and students' self-improvement. Also it has been analysed how to study Business English with the help of apps, which are running on the Android and IOS mobile operating Systems. To make studying a more flexible activity, students should use all the technical opportunities and timeframe, with the help of apps they will be able to study professional vocabulary and improve grammar skills at any time and place. There is also a wide range of different app games.*

**Key words:** mobile apps; Android; iOS; English; information technologies; Google products; future economists; professional training.

**Introduction.** Today we are an information society whose main feature is information and communication technologies (hereinafter – ICT) in all spheres of human activities. A wide range of ICTs is opening up new opportunities of future economists training. For this, ICT should have such characteristics as: availability, simplicity, reliability, low cost, stability, variability, quality. Information and communication technologies are used by everyone, in different areas of human activity, particularly in education. With the starting of the Internet era, mobile devices allowed the development of electronic, including mobile teaching. Almost all students have smartphones, tablets, other gadgets, that allow them to acquire new knowledge, communicate, relax etc. These are such features as portability, simplicity and accessibility mobile computer technologies have allowed the mobile training [2, p. 31].

**Latest research and publications analysis.** Use of information technology in the educational process is considered in the scientific works of both domestic and foreign scientists, among whom V. Bepalko, B. Gershunsky, R. Gurevich, Y. Horvits, M. Zhaldak, L. Morska, E. Polat, I. Robert, M. Varshauer, J. Wellington, and others. Studies confirm that a wide variety of modern information technology provides an opportunity to overcome the objective difficulties that arise in the process of learning a foreign language.

**The purpose of the article** is to describe the main features of the Google Apps system Education Edition and the major Google services to help mastering and improving systems' skills and provide for the future economists' professional growth.

**The main research material.** Information Communicative Technology (ICT), which is in educational activities,

includes Google Apps Education Edition (Google Apps for Education). After all, Internet services and Google services Google are available 24 hours 7 days a week. They are simple in implementation and use, and they are served by Google, therefore there is no need to download, install and maintain hardware and software yourself, and you can get started with minimal support from information technology professionals. Google company adheres to the confidentiality principles, which were set out in the US SafeHarbor (Safe Harbor) system, and ensures that Google's educational services privacy and user privacy protection will be provided at the highest level [2].

Google Apps for Education are free tools of communication, collaboration and publishing, including email accounts in your educational institution. A variety of services and GoogleApps services can meet any learning needs and ICT opportunities in the educational process. World ranking and leading technologies used by Google provide modernity and the quality of online resources created through Google Apps Education Edition [2].

Google's state-of-the-art services provide the opportunity of the future economist such skills as seeking information; comparing different sources; recognizing the necessary information; using different types of media resources.

Registration is required for posting material on social services. So, if you use multiple services, there is a problem with remembering logins and passwords. Therefore Google services have an advantage over other services because under one account there are access to any service within Google [3].

There are such ideas for using Google services to work together can be found on the Google Learning blog as create, collaborate, edit and discuss documents, spreadsheets, using Google documents and create individual and collective blogs, add to a variety of materials: documents, calendars, notepads, news; create Google personalized search engines, and complement them with useful links that make it possible to use safe educational research engine systems; create personal and collective Google Notebooks, comment and to classify records, open the records for public use; create personal calendars and add event descriptions to collective plan activities; create a Picasa album, post to those albums drawings and photos and then use them on sites and blogs, match photos with Google Maps to create your own training video channels and groups, use YouTube media resources and post network video clips to create a website on Google, construct it from many familiar objects; add to site documents, spreadsheets, calendars, photos, videos, news, etc. [2].

As a result, the constant practice of using these tools accustoms to a new style of behavior, prompt pedagogical and organizational decisions to educational situations. This collaboration makes the learning process of the future economists open to students and faculty.

With Google Docs, students can their homework together. Using Google site, they can create sites, such as student sites organizations, and integrate Google services into them. Google services can help effectively in preparing, announcing and conducting student activities (by mailing, communicating, presenting). It increases future economists' computer skills, that is foundation of student communication, improving the productivity of communication, strengthening interpersonal connections.

Google Mail (G-mail) is a Google product that provides free of charge email box with huge storage space for emails (approx 7 Gigabytes). A Google Account gives you the ability to work with Gmail, Google+, YouTube and many other Google services. It includes a G-mail address and a Google profile that lets you improve and personalize your Google usage.

Google Drive and Docs are integrated service components for Google Drive store. They use, create, modify and publish files of any type [4]. Using texts on Google Docs makes possible to edit, create and publish text documents, Google spreadsheets, presentations, drawings and forms. These Web documents are tightly related to other GoogleApps products and open up great opportunities for real-time collaboration.

Google Drive lets you centrally manage all of your own files, including Google Docs. Google Drive is a portable personal archive of files and folders that is always with you. It provides the opportunity to save all files and give other people an access to any file. This service allows you to access files, folders and GoogleDocs on a web browser or any device that has this installed program. If personal devices fail, the files will be safely stored in Google Drive. You can store almost anything free there. Google Drive lets you save any file, including text documents, presentations, music, photos and videos. You can open many types of files in your browser, including PDFs, Microsoft Office files [1].

Google Groups allow users to send messages to groups of people. The group contains email addresses of the participants. With using groups, you can perform the following tasks:

1. Communicate and interact with user groups. For example, usage of groups may be required in the work of departments and faculties.

2. Manage access to documents, websites, videos and calendars. Share content with entire groups instead of specifying individual groups addresses. Teachers can add or remove group members and make changes they will be immediately applied to all documents that have been made available to their group.

After being assigned to a group, users will be able to manage their participation in groups, and view the group messages in the discussion archive. You can also allow users to create their own groups.

Google search engine – online service (hardware and software) complex with the Web interface), which provides the ability to search information in The Internet. Nowadays, this system is the world leader in modern Internet search. This is the most powerful, reliable and high-speed search engine, which provides good search results in both English and in Russian/Ukrainian. It uses a database and Yahoo search algorithms, has its own Web directory, supports search within the specified Web site, gives excellent results when looking for resources related to information technology [2].

Google Images is one of the main Google-oriented services to search an image. You can find it by clicking the appropriate button on Google homepage. The main features are search images by name and using advanced search. Enter a phrase or word into the string (e. g. Kyiv-Mohyla Academy) and the system will display all the images in the titles with these keywords.

Nowadays ebooks are quite common in modern network. They are available in many formats and are found in many sites and online libraries. But universal search engines are not very good and suitable for finding such books, so you must use books search engines. One of such systems is a Google Book. This service is not only for searching, but also for reading them online. It is based on scanned books.

Simple and advanced search is also possible with this service. Search can be done among full text books. Issuing page results consists of a list of found results that reflect a miniature screenshot of the book wrapper, as well as a bibliographic description, quantity of pages. By clicking on any link, you can enter the mode libraries where you can create your own library (by adding selected books) and write a review of your favorite book. Google users also have the ability to search the texts of the books in your own library [1].

Modern universal search engines are not the best search engines of scientific information. To search for such information we should use specialized scientific search engines. Such search system is referred to Google Scholar, which allows you to search scientific information and literature. Using a single query form, you can search at different disciplines and sources, including peer-reviewed articles, dissertations, books, abstracts and reports published by scientific publishers literature,

professional associations, higher education institutions and other scientific organizations. Google Scholar lets you find the study that most closely matches the query, among a huge number of scientific works [3].

Google Scholar features include:

1. Search of different sources from one convenient page;
2. Search of articles, abstracts and bibliographic references;
3. Search of the full document text in a library or network;
4. Obtain information on major work in any area research.

You must type in the address bar to go to Google Scholar scholar.google.com.

Google Translate is a free translation service that provides Instant translation into 57 languages. It can translate words, sentences and Web pages by any combination of supported languages. Via Google Translate becomes public and useful, despite the language. When Google Translate creates a translation, he searches the samples in hundreds of millions documents to choose which translation is available the best. It finds samples of documents, that have been already translated.

Google Translate is able to make a choice of translation. This method of finding samples in a large number of texts is called «statistical machine translation». These translations are made by machine, not all of them are perfect. That is why the accuracy of translation sometimes differs depending on the language. Currently, Google Translate supports 57 languages [2].

Often, students use mobile devices on their own initiative, solving a particular educational task. At the same time, we have a process of developing a methodological framework for the use of mobile devices in teaching various disciplines. Methodologically approved that using smartphones at the class increase motivation, individualize the learning process, provide simplicity of using [4, p. 202], develop informational competence of the students and allow to optimize traditional learning and make it more effective.

In the context of European integration and using English as a tool of international communication, using Mobile technologies, including mobile learning applications, can be useful in studying English.

It should be noted that there are several mobile operating systems (OSs), a platform that runs mobile apps designed for educational purposes. There are such operating systems as Android and iOS, which can be installed on the different devices. IOS is a closed Unix-like Apple's operating system, and Android's a free operating system with open source [7, p. 26]. For the Android operating system, mobile applications are possible to download via the Google Play Store and for the iOS via the App Store from Apple.

Using mobile devices in the learning process should be provided with the available software [7, p. 26], including mobile applications for learning English. We have analysed the mobile apps and subdivided them into separate categories.

1. Mobile applications that use game moments. These applications give the opportunity to form users' interest,

which is based on positive emotions from game activity [4, p. 202]. For mobile applications related to these categories we can include LinguaLeo and Duolingo.

The LinguaLeo app invites to study Business English. In addition, the mobile application contains a significant amount of media that will help to learn English quite easily.

The Duolingo app also offers to study general English. Each level is more interesting than the other one. Free mobile application of Duolingo is available for Android and iOS [5].

2. Mobile applications that perform the function of modern dictionaries. A. Trofimenko emphasizes the effectiveness of mobile dictionaries that allow to read the translation of the word, listen to its pronunciation, see synonyms, read contextual usage and interpretation options etc. [6, p. 330]. Such applications include Visual Vocabulary, Simpler.

Each word in Visual Vocabulary, that is suggested for memorization, accompanied by a quality image. About 3000 words that make up a mobile application keyword database, divided into different categories and a subcategory that allow the user to learn the words they need. Free Visual Vocabulary mobile application is available for Android OS [1].

Users can use Simpler mobile application for free for the OS Android. The process of learning words involves three steps: memorizing words, word analysis and word combination. Actually tasks are differentiated by difficulty. Feature of the program is the ability to save words and supplement them with illustrations, as well as a section of listening [1].

3. Mobile applications that use visual memory for learning foreign language. They include Visual Vocabulary, Anki, Quizlet. The Anki mobile application has more than 6000 educational flashcards of various subjects in its database. You can also create them yourself. This free application can be installed on Android and iOS [5].

According to A. Kinyal, it can ensure the independent work of students. Quizlet mobile application is convenient for organizing their independent activity available for downloading on the App Store for iOS devices. Mentioned softwares are available on both mobile devices and a personal device allows you to create your own lexical educational content units and add images. [3, p. 64]

4. Mobile applications that use a variety of media content are FluentU, LinguaLeo, Puzzle English.

FluentU mobile application use real video fragments, including commercials, interesting dialogues, popular talk shows and more. Free mobile application FluentU is available for iOS [5].

Puzzle English is a mobile application for learning English language with video fragments and word-based puzzle collection of the video you watched. The mobile application has the ability to execute eight different tasks that require syntax work units, translation, word constructor, etc. This video will provide the fragments with different vocabulary options [4, p. 200]. It can be downloaded from Google Play for devices that running on Android.

There are a lot of popular online courses that offer users to learn English for free [8, with. 137]. Among Ukrainian-language educational platforms for learning English, there is an online Business English course (online Prometheus platform «and» English: «Parts of the language» in educational the EdEra platform.

**Summary.** Thus using Google products for future economists' professional training enriches their ability of using computer technology and working with information. In our opinion, usage of Google technologies that require the introduction of innovative approaches and the latest information resources can enrich the learning process. Competent usage of Google information products

by all the participants of educational process provides an opportunity to increase the level of cognitive activity of future economists, as well as be a powerful motivational a tool to support and promote person-centered learning and students' self-improvement.

Analysis of a certain number of mobile applications gives the opportunity to name and assess their variety. Their using them allows users to improve reading, listening, vocabulary skills. It should be noted, that a large number of mobile applications use different tools at the same time (media content, play form lessons, mental cards) for a purpose to improve the quality of learning English.

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**О. В. Коваленко,**

*ЧНУ ім. Петра Могили, м. Миколаїв, Україна*

### ВИКОРИСТАННЯ МОБІЛЬНИХ ДОДАТКІВ ТА ПРОДУКТІВ КОМПАНІЇ GOOGLE У ВИКЛАДАННІ БІЗНЕС-АНГЛІЙСЬКОЇ

*У статті проаналізовано основні можливості системи Google Apps Education Edition та основні служби Google, що допоможуть засвоїти і покращити уміння та навички роботи із системами і будуть сприяти засвоєнню професійної лексики і граматики майбутніх економістів. Використання продуктів Google усіма учасниками навчально-виховного процесу дає можливість підвищити рівень пізнавальної активності майбутніх економістів, а також може бути потужним мотиваційним інструментом для підтримки і сприяння особистісно-орієнтованого навчання та самовдосконалення студентів. Також було досліджено ефективність використання окремих мобільних додатків для вивчення англійської мови, які працюють під мобільною операційною системою Android та iOS. Для того, щоб навчання було більш гнучким, студенти повинні мати змогу використовувати усі технічні можливості та часові рамки, то ж з допомогою мобільних додатків вони матимуть змогу вивчати професійну лексику і покращувати граматичні навички у будь-який час та будь-якому місці. Існує велика кількість мобільних додатків з ігровим навчанням.*

**Ключові слова:** мобільні додатки; Android; iOS; англійська мова; інформаційні технології; програми Google; професійна підготовка майбутніх економістів.

**О. В. Коваленко,**  
ЧНУ ім. Петра Могили, г. Николаев, Україна

## **ИСПОЛЬЗОВАНИЕ МОБИЛЬНЫХ ПРИЛОЖЕНИЙ И ПРОДУКТОВ КОМПАНИИ GOOGLE В ПРЕПОДАВАНИИ БИЗНЕС-АНГЛИЙСКОГО**

*В статье проанализировано основные возможности системы Google Apps Education Edition и основные службы Google, которые помогут освоить и улучшить умения и навыки работы с системами и будут способствовать усвоению профессиональной лексики и грамматики будущих экономистов. Использование продуктов Google всеми участниками учебного процесса дает возможность повысить уровень познавательной активности будущих экономистов, а также быть мощным мотивационным инструментом для поддержки и способствования лично-ориентированному обучению и самосовершенствованию студентов. Также было исследовано эффективность использования отдельных мобильных приложений для изучения английского языка, которые работают на операционной системе Android и iOS. Для того, чтобы обучение было более гибким, студенты должны иметь возможность использовать все технические возможности и временные рамки, поэтому с помощью мобильных приложений они будут иметь возможность изучать профессиональную лексику в любое время в любом месте. Существует большое количество мобильных приложений с игровым обучением.*

**Ключевые слова:** *мобильные приложения; Android; iOS; английский язык; информационные технологии; программы Google, профессиональная подготовка будущих экономистов.*

**Рецензенти:** *Мещанінов О. П., д-р. пед. наук, професор;  
Гришкова Р. О., д-р. пед. наук, професор.*

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