

Thus, the students' project "Academia Globus" is an effective means of developing students' foreign language competence. Besides, teamwork activities, development of leadership qualities and self-presentation skills, a strong civil position and respect for other cultures and languages as values are essential elements of every future public manager.

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TED TALKS AS STUDENTS' MOTIVATION TO LEARN ENGLISH

TED TALKS КАК СПОСОБ МОТИВАЦИИ СТУДЕНТОВ К ИЗУЧЕНИЮ АНГЛИЙСКОГО ЯЗЫКА

TED is a nonprofit organization dedicated to spreading ideas, usually in the form of short, but powerful talks. TED began in 1984 and today covers almost all topics — from business to global issues — in more than 110 languages. But still the main language there is English [1].

TED events are held throughout 133 countries offering live streaming of the talks. They address a wide range of topics within the research and practice of science and culture, often through storytelling [2]. The speakers are those who are able not only to

present their projects and share ideas in a winsome way, but also delight, motivate and inspire [3]. Such people as Bill Clinton, Elon Musk, Stephen Hawking, Gordon Brown, David Cameron, Billy Graham, Bill Gates and many Nobel Prize winners performed as past speakers [4].

Today many TED talks are watched more than a billion times. The great majority of viewers and subscribers are young people, including students, from various countries.

The *aim* of this research is to find out how TED talks can motivate Belarusian students to learn English.

The *methods* of the research are as follows: the questioning among students, data collection, and data analysis.

The target audience of the research is first-year-students of the Academy of Public Administration under the aegis of the President of the Republic of Belarus. 47 freshmen were asked to answer 4 questions concerning TED talks and English learning.

The questioning started with asking students whether they know what TED talks are. According to the results, the majority of the respondents (92 %) gave a positive answer. Thus, TED talks are supposed to be popular with students.

The students were also asked how often they watch TED talks. 33 % of the students stated that they watch TED talks once a week or even more often; 37 % do it once a month; and one third of the respondents (30 %) watch them quite rarely or almost never.

What concerns the purpose the interviewees watch TED talks for, most students identified such reasons as some personal interest (66 % of the respondents), self-development (64 %), and an opportunity to improve their English language skills (62 % of the respondents). 39 % of the students mentioned entertainment as a reason.

The last question was as follows: “Would you like to watch TED talks videos in your English classes?”. The prevailing majority of the students (92 %) support this idea, and 2 % of them even suggest watching TED talks in English classes and then discuss them. Only 4 % of the respondents deny this idea, and 2 % of the students hesitate whether they would like to watch TED talks in an English class or not.

Having analysed the results of the questioning, it can be concluded that most students of the Academy watch TED talks and understand that it can be used as an educational platform. The majority of them are willing to watch TED talks to enhance their language skills. Thus, in accordance with the research, popularizing and applying TED talks in English classes will motivate students to learn the English language.

References

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**ENGLISH PHRASEOLOGICAL UNITS
WITH NAMES OF THE COLOURS
IN A COGNITIVE AND PRAGMATIC ASPECT**

**АНГЛИЙСКИЕ ФРАЗЕОЛОГИЗМЫ
С КОЛОРОНИМАМИ В КОГНИТИВНОМ
И ПРАГМАТИЧЕСКОМ АСПЕКТЕ**

Phraseologisms reflect the national specificity of the language, its identity. The Linguistic Encyclopedic Dictionary says: “Phraseologism is the general name for semantically related combinations of words and sentences, which, unlike syntactic structures similar in form, are not produced in accordance with the general patterns of choice and combination of words when organizing a statement, but are reproduced in speech in a fixed ratio of semantic structure and a certain lexical and grammatical composition.” [1].

Based on the studied factual material, it can be seen that the universal colour spectrum reveals both universal and specific symbolism in the cultural and national space of the British.