

Reflecting the most important social ties of generations, their view of the world, the holiday is preserved as an ethnocultural tradition.

Actionyms are a reflection of the «linguistic picture of the world»; they connect linguistic phenomena with the history of the people and the conditions of their life. Their main function is to consolidate in the form of a word or phrase information about the historical and cultural wealth of the people. Actionyms are closely related to the cyclical nature, repeatability of processes and the introduction of historical and cultural novelty into them. In addition, actionyms reflect the peculiarities of the national culture and everyday life, participate in the creation and enrichment of the language.

Actionyms at any time were an expression of profound changes that took place in the values of the people. They reflect changes in the socio-cultural values of society. A decrease in the need for a holiday, a loss of attraction to it show that the values reflected in a holiday are gradually losing their significance. At the same time the organization of a new holiday or the revival of the experience of celebrating a previously noted phenomenon is believed to change the value priorities of people. If the values and traditions underlying a particular holiday lose their significance in society, the holiday is forgotten. This happens with many holidays that have been formed around historical events. Here we can draw a parallel: while the bearers of the historical significance of events are alive, the holiday also lives.

It may be stated that actionyms embody the historical and ethnic memory of the nation, and the respect for this memory is the way to preserve the cultural heritage, which is of the big importance in modern conditions of the increasingly changing world. In other words, keeping up the traditions, people preserves national history and culture.

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EFFICIENCY OF INTERNET RESOURCES IN STUDENTS' COMMUNICATIVE COMPETENCE DEVELOPMENT

Эффективность интернет ресурсов в развитии иноязычной коммуникативной компетенции студентов

Practice plays the main role in mastering a foreign language, with its help you can consolidate the acquired knowledge, enhance accuracy of speech, as well as learn

about the culture and representatives of other countries, i.e. develop communicative competence in a foreign language (CCFL). Nowadays the means of communication with native speakers are abundant including various Internet applications and websites. The purpose of this study is to experimentally test the effectiveness of several Internet services for foreign language practice in the development of students' CCFL. Our study involved 28 second year students of Tomsk Polytechnic University who used several Internet resources for foreign language practice, such as: Tandem, HelloTalk, MyLanguageExchange. We compared the entrance and final tests results of the control and experimental groups of students.

The Tandem application allows you to find a conversation partner. You are able to have a dialogue in any format: video and audio communication, as well as text messaging. It is also possible to exchange images and audio files. The application has a search function which helps to find an interlocutor by questionnaire, but features from conventional social networks are not available. For improved language exchange, Tandem offers the ability to communicate through any communication channel.

The HelloTalk application allows you to communicate both in a private and a group chat. In addition to text messages, it is also possible to communicate using voice messages. There is an opportunity to edit the messages of your interlocutor. After finding like-minded people it is quite possible to become lifelong good friends with them.

MyLanguageExchange is a network of learners with new members joining every day. Once you've connected with someone, you usually switch to an alternative form of communication, such as email, Skype or WhatsApp. One can regularly discuss things of interest, as well as learn something new from the culture of another country. Study buddies very quickly move on to being friends.

Research results. According to our experiment, MyLanguageExchange turned out to be the most effective CCFL development tool among the above-mentioned, due to the fact that the group that used this site was 11.6 % more successful in the test in comparison with others. The groups using Tandem and HelloTalk showed approximately the same average scores. However, we consider the most important result of this experiment is the engagement of its participants in the personally meaningful intercultural dialogue.