

Thus, in the *tactics of key phrases* (presentation strategy) were used: *epithets* — *then add some fluffy flour and mix well*; *emotionally-coloured adjectives* — *we present a good, hearty, healthy, award-winning meal, all in one pot!*; *metaphors* — *for an added depth of flavor cut the key ingredient*; *tactics by season and time of day*: *emotionally-coloured adjectives* — *the color and flavor of this superior, delightful, comforting winter meal is more intense, than we can describe!*; *metaphors* — *to finish this culinary game, season it with the fresh cur summer greens*; *epithets* — *tie the sides with a piece of green onions as a part of winter ritual*; *tactics of emotional sincerity*: *strategy of reaching the target audience*; *exclamatory sentences* — *It's kind of like our greatest hits mastered! Ideal for dipping!*

The novelty of our research work is popularization of Belarusian agroecotourism in the English-speaking environment via effective communicative tactics and strategies in the English and Belarusian culinary communicative environments.

Conclusion. We adapted some Belarusian classic recipes which were included into our printed advertisement of the manor house DVORYK. In the texts were used precisely those linguistic means that are most popular with the representatives of a potential target audience.

The study has a great practical value: it proves that linguistic studies can result in making tourists business more profitable and demanded. It helps to restore intercultural connections and promote our national Belarusian cuisine. This project has contributed greatly to the personal development of its participants and their career choice. The video content of the research is a part of the portfolio of a student of our gymnasium, who is shooting and editing our videos and is going to get his future profession in the Belarusian State Academy of Art.

The results of our research are used by students of different educational establishments for realization of their skills in various spheres of their future professions: cinematography, advertising, culinary practice, language study, interpreting practice, journalism, agriculturists business, culture, international projects, realization of personal skills and others.

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EDUCATIONAL PLATFORMS FOR LEARNING FOREIGN LANGUAGES

Introduction. The development of society, its economic, cultural and social growth depend directly on the quality of education and practical knowledge. In the age of information technology, many higher education institutions around the world began to apply a mixed type of education, combining full-time form with elements of e-learning. The popularity of various educational platforms is growing every day. During the pandemic and, as a result, when all educational institutions switch to distance learning, the analysis of educational platforms and their features becomes the most relevant.

The continuity of the educational process during the rigid lockdowns was able to provide electronic educational platforms that imply interactive online services that provide access to teachers, students, parents and educators, tools and resources to maintain, improve and manage education. Today, Russian schools have access to an extensive and diverse number of online knowledge platforms, which can be divided into two types: learning management systems (LMS) and educational project platforms (LXP).

Main part. Learning Management Systems (LMS) is a software product that allows educational institutions to form courses and their content on the basis of developed educational and work programs and in accordance with

the needs and direction of training. Moodle, Coursera, Skyes, MyLab and MPO educational platforms are prime examples of such systems.

First popularized by leading industry analyst Josh Bersin, educational project platforms (LXP) have been replacing learning management systems completely or in part in recent years. The educational project platform, like the training management system, is a software product aimed at training specialists, but its content is formed on the basis of the needs and interests of the student in order to develop practical skills, not acquire knowledge. This platform is an open online environment that can pool resources from different sources to facilitate learning. These platforms include Degreed, Edcast, Cornerstone, etc. [1].

One of the most famous educational platforms for learning a foreign language is Skyes, which belongs to learning management systems (LMS). The elements of this platform include courses, exercise banks. It also allows the student to track their progress when studying the topic and choose additional tasks. The teacher, analyzing each student's educational activities separately, can get comprehensive information about his abilities, mistakes and weaknesses. On the basis of this data, the system builds adaptive learning schemes with an individual approach to improve efficiency and involvement in the learning process.

Another popular application is Quizlet, which is an educational service for learning new words, which is quite interesting because students can learn vocabulary while playing. This platform is a mixture of two types of educational platforms, as it makes it possible to form an educational trajectory for both a teacher and a student. Unlike Skyes, on the basis of the Quizlet educational platform, a student can form their own modules and programs based on their own needs. This platform allows you to sign up for any course built into the system, as well as to form your study cards, which is a sign of the platform of educational projects. From the teacher's point of view, this application is a well-designed platform for creating lexical training sets. One of the most convenient functions of this service when creating a training set is to automatically display possible translations of a word and the corresponding image offered by the service. Diagrams to help students as an accompanying tool can also be created on this platform [2].

Among the well-known platforms at the international level is the Linguleo service, which applies the accelerated learning technique. This is a very effective method related to the theory of multiple intelligence of American psychologist Howard Gardner. A certain type of intelligence (or several) is more developed in some people, but hardly used in others, etc. If you build learning using the student's greatest strengths, the information will be learned faster and stronger (because it's natural for him). Accelerated learning, on the other hand, uses different tools to influence a student's intelligence from all sides: music, images, games, books, movies.

Duolingo's online platform provides a user-friendly and high-quality interface. The service was founded in 2011 by Louis von Ahn and Severin Hacker as a free foreign language learning platform. The platform is built according to the principles of CALL (Computer Assisted Language Learning). The learning process at Duolingo is a lesson containing a game-defined version of the exercise with translation of the text into the native language, or from the mother tongue (less often). With the Duolingo platform, a user with knowledge of English can learn 20 European languages, 3 Asian languages, and 1 artificial language (Esperanto). The Duolingo platform has the ability to adapt to the aspects in which students make mistakes most often. In addition, the Duolingo platform allows you to build a learning process based on the principle of differentiation — the student is offered a placement test before completing the program, which will reduce the number of lessons depending on the level of competence of the student in the language under study at the initial stage before mastering modular programs. A user with knowledge of Russian can learn 4 languages: English, German, French and Spanish. Duolingo's educational platform also provides great opportunities for English teachers. With Duolingo, a teacher can invite students to the platform, monitor their progress, and give individual assignments. The Duolingo platform, as well as other modules, are closely embedded in a point-rated system, on the basis of which a student receives a test in the first semester and an exam in the second semester [3].

Conclusion. To summarize all we have said, today digitalization is a key factor in improving the education system, including linguistic education. The use of digital technologies has opened up new channels of communication and cooperation in the educational process, encouraging students' motivation and active participation in learning, developing mutual evaluation and feedback processes in the teacher-student system. In higher education institutions, digital technologies are used to activate and individualize education, saving time and resources much more efficiently than traditional teaching. In addition to directly influencing the effectiveness of the learning process, digital technologies provide a number of indirect advantages, in particular the optimal use of time for more effective formation of key competencies of specialists in another language environment. Thanks to digitalization, the educational process becomes more personalized, accessible and flexible. This, in turn, provides comfortable conditions for self-learning, effective development and career growth.

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