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## MODERN TRENDS IN LEARNING AVIATION ENGLISH

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**Introduction.** The influence of digital videos on our everyday culture is undeniable. Online video sharing sites such as YouTube boast monthly audience numbers in the millions. With digital videos continuing to gain popularity, it seems only natural that this familiar and widespread platform should extend into the education system. Students today are using educational videos as a tool for learning everything: from basic skills - like changing a tire - to the latest dance craze. Studies of Cambridge University have shown that the use of short video clips allows for more efficient processing and memory recall. The visual and auditory nature of videos appeals to a wide audience and allows each user to process information in a way that's natural to them. In a nutshell, videos are good teachers.

**Material and methods.** A comparison method was used to scientifically substantiate the results of research on the benefits of using videos when learning aviation, conversational, or professional English. Namely, I compared the benefits of using video for student teachers and institutions. A study of methods for developing and creating effective educational videos was conducted: signaling, segmenting, weeding, matching modality. The method of statistical generalization is the conclusion that these 4 methods are the best for maximizing the reception and processing of information during the teaching of aviation English. Cognitive science is a field that focuses on how people process information. The science behind educational videos is that because they are viewed through both visual/graphic and auditory/verbal processing channels, students can make more relevant associations that aid in memory and recall. For pilots and air traffic controllers, this is extremely important because during their work they use all these skills. So they learn English and train cognitive thinking.

**Results.** Studies of Cambridge University have shown that the use of short video clips allows for more efficient processing and memory recall. The benefits of using videos in an educational setting are numerous. Their convenience and versatility make them an asset to students, teachers, and educational institutions alike. Benefits to students: videos create a more engaging sensory experience than using print materials alone, they provide a go-to resource that can be watched from anywhere with an internet connection. Benefits to teachers: videos increase student engagement, they offer the flexibility, they enable teachers to create a flipped classroom, digital videos facilitate remote learning opportunities, many videos now contain analytics features. Benefits to institutions: great potential to improve marketing and communications, more flexible faculty and staff training, ability to record campus events for live or on-demand viewing, ability to increase online course offerings. In order to maximize reception and processing, the following four methods are best practices to employ when designing and creating effective learning videos:

- Signaling
- Segmenting
- Weeding
- Matching Modality

Results of the recent Kaltura survey showed that 82% of the educators polled felt that using videos to teach boosts student achievement levels. However, many educators often feel burdened

with the overwhelming task of finding current, legal, and engaging videos to share with their students. The same survey also revealed educators' desire to increase their own digital literacy skills and receive training in the creation of learning videos for their students.

**Conclusions.** Therefore, learning aviation english through videos is very useful and interesting as for students and teachers. For the effective training of pilots and controllers, it is very important to use videos for training, because while learning English, cognitive thinking works at the same time. Students learn to perceive information differently, develop speaking skills, learn to remember information with visual and auditory memory.

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