MULTIMEDIA PROJECT "CULTURE AND TRADITIONS OF THE COUNTRIES OF THE TARGET LANGUAGE"

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Abstract

Education of a responsible specialist is considered as gradually handled tasks developed by the teacher for this purpose.

The subject of the present analysis is the integration, within multimedia projects, of French culture and traditions into the scientific work of undergraduate and graduate students in mastering the chosen specialty, namely two environmental specialties, four medical and seven agricultural ones.

Within two years, several multimedia short-term individual and group projects have been carried out, aimed at forming a professional foreign-language communicative competence of future specialists and completing, in the cases under consideration, the creation by the students of a video in French on the chosen topic.

The following sequence of activities of teachers and students was developed:

At the initial stage, team members study and systematize materials in French, English and Russian on selected topics and highlight the main axes of the project.

Next, the team considers the possibilities of implementing and presenting the project. In the projects analyzed in this paper, the form of the video clip was selected. For this purpose, oral explanations of project participants in French for each stage of the production demonstration are compiled from the prepared material. During the editing, subtitles in French have been also written for the video.

It should be noted that this version of the presentation of the results of the research has required knowledge beyond the academic competence, namely, the skills to work with applications and programs for shooting, compiling video material and selected documents, video editing, etc.

These video materials are shown at the annual scientific and practical conference of masters and graduate students, prefacing the report in French which has caused a great interest of the audience.

Within the framework of one project, a synthesis of knowledge on agriculture, medicine and history and an integration of student research work in the project have been achieved.

Keywords: environmental awareness, students’ research, project work, ICT, foreign language, project-based learning, French for special purposes, cultural aspect of communication.

1 INTRODUCTION

The goal of the present research is to make a socio-pedagogical analysis of one of the activities aimed at the integration of culture and traditions of the studied second language. Within two years, several ICT projects have been carried out to achieve this goal within teaching foreign language for special purposes. The main idea is to form a new dimension of the professional communicative competence in studied foreign language.

Our team has been formed as an informal interdepartmental group for practical and scientific collaboration in the field of L2 learning practice.

This study concerns French for special purposes into the academic work of undergraduate and graduate students of three faculties Of RUDN University: two specialties in the field of ecology, four in medicine, and seven in agricultural technologies.

The standard way of thinking about introducing cultural components in teaching consists in considering such parts of the program as a kind of embellishment, the dilution of a too strict scientific language with gewgaws, useless or worthless.
We intend to show another conception of this work, and to prove that psychologically speaking cultural components are affecting awareness, forming motivation, giving a personal meaning to learning. It comes from the very definition of the “target language”. We are not considering it in the sense of translation (not as the language into which a text or speech is translated), but as prominent linguists of Merriam-Webster [1] and British Council [2] put it “the language learners are studying, and also the individual items of language that they want to learn, or the teacher wants them to learn”. We agree even more with the definition of Oxford dictionaries: “a foreign language which a person intends to learn” [3].

In her books, Irina Zimnyaya maintains that this dimension has a great educative force, especially within competency approach in education [4].

This value of intention was also revealed during the final stage of a research concerning auto-evaluation and reflexive properties of students learning French (the third year of higher school) [5]: the students who showed the lower success accompanied their auto-evaluation with some self-justification and social passivity; medium level students used protective mechanisms (especially, reasoning); good students had a formal attitude to the proposed task, low level of emotionality and carelessness; the best students showed readiness for the implementation of language skills, interest to the proposed work, criticism, and social courage.

2 METHODS AND MATERIALS

Education of a responsible specialist is considered as gradually handled tasks developed by the teacher for this purpose. Teaching French for special purposes a university professor in French reads mountains of literature on each above-mentioned specialties. In recent years there is some mentioning of the impact on the environment in many of new researches. We see that environmental consciousness is now the basis, the starting point from which a young specialist can find a common language with a foreign expert in a multicultural space. Forming a competence of professional communication in a foreign language the goal is to provide students with the tools and teach them the skills of communication on their own specialty and, at the same time, attract foreign colleagues showing respect and knowledge of their culture.

First, we recommend (and we do it ourselves for years) to select texts concerning science and practices of the studied profession having, even if hidden, elements of national culture [6]. Or to find fragments of the kind to form grammar skills, for instance (for: «article défini contracté / article indéfini / article zéro»):

«99% des OGM agricoles sont des plantes à pesticides, c’est à dire, des plantes qui vont, soit produire un insecticide leur permettant de résister à un insecte ravageur, soit qui vont être capable d’absorber un herbicide sans mourir » explique Christian Velot, maître de conférence en génétique moléculaire (Univ. Paris-Sud XI), chercheur à l’institut de génétique et de microbiologie (centre scientifique d’Orsay) [6].

Here the units “Univ. Paris-Sud XI” and “Orsay” offer a cultural extension.

Multilingualism in the ecological community leads to the fact that many proverbs and figurative expressions are now international, become fashionable in the community of experts, accordingly, they penetrate journalism and even into official documents. For example, the phrase “play cat and mouse” is retained in French: les jouer au chat et à la souris in the texts devoted to ecologic dimension of medicine and agriculture: until we do not have respect for the eco-evolution laws of the growth of tumours; we will only be able to continue playing the cat and mouse game with cancer [7] // Les autorités en charge de la santé publique ont beau jouer au chat et à la souris, en divulguant des chiffres erronés [8].

The same expression is well known in Russian: Сабельник болотный и болиголов крапчатый. Натуропатия: Начинается игра в кошки-мышки, где кошки - антитела, а мышки - опухолевые клетки (печени, легких, почек, предстательной железы) [marsh cinquefoil and poison hemlock].

Naturopathy: The game begins in cat and mouse, where the cats are antibodies, and the mice - tumor cells (liver, lungs, kidneys, prostate) [9].

Second, we collect texts speaking about innovations or situations in the professional sphere in the specially created in different countries of the Francophonie: Belgium, Switzerland, Canada, West Africa, although, of course, the main territory and culture studied together with the French language is France itself (It would be better to write herself, à la française).
Third, we propose to students, from the very elementary level, interpret and find Russian equivalents to neologisms [10]. New technologies give rise to new terms for the designation of environmentally correctly produced and sold medical and agricultural products. In 2016 the word combination agriculture de proximité appeared (in English, a similar variant did not enter, in order to convey the meaning of this notion, there are conservatively using non-differentiating equivalent word combinations, such as local agriculture; local farming, or simply periphrasis: agricultural activities close to ...; agriculture close to where the crops are actually grown; community-based agriculture; proximity farming activities, that is, the terminology is not defined in the concept. In the French language and culture, such concepts instantly enter into narrowly specialized explanatory dictionaries, and - and this is the main thing - in local legislative acts Since French environmentalists are indeed the trendsetters in terms of environmentally friendly products, their new terms are introduced in other languages. For example, the new single-word widely used French term écoresponsable has several equivalents in the Russian language, the most commonly used of them is eco-responsible, but sometimes a periphrasis is also aware of the impact of its vital activity on the environment.

Fourth, and it is the major task of the present paper, we work in the format of the project methodology. Within two years, five short-term individual and group ICT projects have been carried out.

Let's analyze this technique on the basis of one of them, “Organic soap with lavender”, beginners' level, made in the second semester.

The following sequence of activities of teachers and students was developed:

Zero stage: a bachelor’s student of the Agrarian Technological Institute spoke about her new hobby. She learned to make soap using the French technique. She herself developed recipes, making up a set of supplements for each skin type.

At the initial stage, team members study and systematize materials in French, English and Russian on selected topics and highlight the main axes of the project.

Next, the team considers the possibilities of implementing and presenting the project.

Shooting a video clip was selected as a form of control.

For this purpose, oral explanations of project participants in French for each stage of the production demonstration have been compiled by us, teachers from the material in all possible language prepared by students, individually or in teams having each a separate assignment. Comparison of texts having the same semantic content, reveals the national and cultural specifics of the picture of the world in each language.

During the editing, subtitles in French have been also written for the video aimed at forming a professional foreign-language communicative competence of future specialists and completing, in the cases under consideration, the creation by the students of a video in French on the chosen topic.

3 RESULTS AND DISCUSSION

The project "Production of biological soap at home" was implemented in 2016 by a team of students of the 1st and 3rd courses of the ATI and MI bachelor studies in the "Translator" program. We are talking about the production of biological soap with vegetable additives at home and testing its effect on different types of skin of people of different ages.

The study relates to the production of home-made organic soap with essential oil of lavender. For two years, one of the participants studied the beneficial effects of soap of their own production on the skin of members of their family of different ages. As a result, 7 people aged 4 to 65 years were tested.

The goal is to create an explanation of its curative properties and effect on sensitive skin for people attracted by advertising based on science. The mode to explain functions of natural dyes, perfumes, scrubs is discussed with the support of a video made to show the detailed preparation process.

But the true aim of the message is to promote environmental policies and attract new supporters to eco-friendly activities.

At the initial stage, the team members studied and systematized the materials in Russian, French, and English.
The subject of the present analysis is the integration, within multimedia projects, of French culture and traditions into the scientific work of undergraduate and graduate students in mastering the chosen specialty, namely two environmental specialties, four medical and seven agricultural ones.

It this case we distinguished 4 main project axes:

- History of soap production,
- The very process of home-made soap at the beginning of the 21st century,
- The effect of herbals, in this case, lavender, on different types of skin according to modern cosmetology,
- Medicinal properties of lavender as one of the main plants important for the culture and traditions of France.

Within the framework of one project, there is a synthesis of knowledge on agriculture, medicine and history together with the integration of student research work in the project.

Next, the team considers the possibilities of implementing and presenting the project. In the project analyzed in this article, the form of the video clip was selected. For this purpose, oral explanations of project participants in a foreign language for each stage of the production demonstration are compiled from the prepared material. During the editing, subtitles are compiled for the video.

In addition, subtitles have been made and inserted in French and Russian languages, as well as a corresponding musical accompaniment - a song in French *C'est la fête à la lavande*.

The initiative of the first student had further consequences: she used the skills and methods of this project to prepare and write her bachelor's thesis.

### 4 CONCLUSIONS

It should be noted that this version of the presentation of the results of the research required students to learn beyond their academic competence, namely, the skills to work with applications and programs for shooting, compiling video material and selected documents on cosmetology testing, video editing.

These video materials are shown at the annual scientific and practical conference of masters and graduate students, prefacing the report in French. And caused a great interest of listeners. In the following months, other groups of students announced a decision to conduct a similar study.

We would like to clarify that the study interested in the specialty pharmacy, nursing and medical practice. In addition, the results of the study were submitted to the press in the proceedings of the conference.

Thus, linguistic and cultural material, studied in practical exercises on translation and practice of language, allowed AIT student to realize himself in real practical scientific research, to which later specialized medical specialists joined.

So within the framework of one project there was a synthesis of knowledge on agriculture, medicine and history.

In recent years, the paradigm of education has completely changed, the requirements for students do not include more learning a foreign language, but are aimed at mastering the universal competence of a specialist (in our case, agrarians and physicians) graduate of the program.

Such are the advantages of students’ participation in the format of the project methodology. Such a design work prepares for the correct behavior of young specialists of agricultural and medical specialties in negotiations, on the fields of conferences and thematic meetings.

As part of the video course on training, in particular, lessons were introduced on the topic "Environmental aspects of agriculture and medicine in the modern world."

This project is innovative because it integrated individual research and included the practical application of the results by one of the team members. We add that the idea of producing soap appeared in the student after studying in the lessons on foreign language specialized texts on the history of soap production, which included the linguistic and cultural aspect.

After that, students studying the Chinese language announced a decision to conduct a similar study based on the traditions of Chinese folk cosmetology.
Such project work prepares for correct comportment of young specialists of agrarian and medical specialties at negotiations, at conferences and thematic meetings.

REFERENCES


[4] Zimnyaya, I.A., Key competencies as effectively target basis of competency approach in education, Moskva, Russia, 2004;


