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### **SWOT Analysis as a Strategic Technique for FL Teaching Decision-Making**

*The article deals with the problem of “new generation” FL teachers’ professional skills development, which will allow them to meet modern educational standards and satisfy their learners’ educational needs. We assume that the SWOT analysis may serve best to teach intending FL teachers to critically evaluate existent FL teaching approaches and method, select the most effective and relevant ones, develop their decision-making skills and personal teaching strategies.*

**Key words:** *flexibility, teaching strategies, critical thinking, SWOT analysis, decision-making.*

One of the essential tasks of modern Ukrainian school is to meet the demands of the times and the challenges of the contemporary society and educational standards. An alternative way of doing so is to educate “new generation” school teachers who are flexible, can think in a new way, can critically evaluate the teaching/learning situation and develop the right teaching strategies. In the context of FL teaching, it is important to teach will-be FL teachers to meet the needs of their learners, the school syllabus and to select the most appropriate teaching methods and techniques.

The problem of the choice of the most relevant method or approach has always been a difficult task both for experienced and, all the more, novice teachers. Even though communicative language teaching methodology is believed to be implemented in Ukrainian schools, there are still difficulties connected with the right understanding of its paradigm, the limitations and challenges of its use. That is why it is crucial to make novice FL teachers realize that there is no single best one second language teaching method and that they need to develop what is known as an eclectic approach to teaching. The main advantage of this approach is that it allows for a great deal of flexibility, which makes it adaptable to many individual programmatic and learner needs and goals. Another advantage is that it leaves the door open to redefine and adapt new teaching practices, as research findings evolve in the future. It means that FL teachers should feel free to borrow teaching practices from a wide array of methods that have been found effective and that are in accordance with principles of learning which are recognized as workable in the given teaching/learning context [1].

To our mind, one of the effective ways of developing the eclectic approach to FL teaching is SWOT analysis. Although the SWOT analysis was originally designed as an organizational method for business and industries, it has been replicated in various community work as a tool for identifying external and internal support to combat internal and external opposition [2]. It is used as a preliminary resource, assessing Strengths, Weaknesses, Opportunities, and Threats in a community served by a nonprofit or community organization [3].

The usefulness of SWOT analysis is not limited to profit-seeking organizations. SWOT analysis may be used in any decision-making situation when a desired end-state (objective) is defined. SWOT analysis may also be used in creating a recommendation during a viability study/survey [3].

Taking into consideration the unlimited and unique opportunities of the SWOT analysis, we believe that it might as well be relevant and adjusted to the context of FL methodology, in particular, effective FL teaching decision-making, as it can be used to:

Explore new solutions to teaching problems;

Identify barriers that will limit teaching goals / learning objectives;

Decide on the teaching methods and techniques that will be most effective and relevant;

Reveal possibilities and limitations of each teaching method;

Develop teaching strategy building skills through selection and critical evaluation of the most important features of the approach/method/technique under analysis.

Below, we suggest the modified template for the SWOT analysis of the teaching methods which will guide will-be FL teachers in their teaching decisions.

**Table “The Extended SWOT Analysis of Teaching Methods”**

<b>The name of the Method, its creator, the period of active use</b>	<b>Background information</b>	<b>Strengths</b>	<b>Weaknesses</b>	<b>Opportunities</b> (potential use of the elements of the method in the modern FL classroom)	<b>Threats</b> (anticipated problems connected with the use of the elements of the method)
1.	<i>Approach:</i>  <i>Theory of Language:</i>  <i>Theory of Learning:</i>  <i>Primary objectives:</i>	...	...	...	...

As this modified version of the SWOT analysis has been successfully tested on FL students during new experimental methodology course “New Generation Teacher”, we can state that it serves as a powerful strategic tool for the development of a wide range of their potential professional skills, such as flexibility, critical thinking, teaching goals/learning objectives planning, effective teaching decision-making.

### **Список використаної літератури**

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### **«SWOT» аналіз як стратегічний прийом для прийняття професійних рішень**

Публікація присвячена проблемі підготовки вчителів іноземних мов «нового покоління», які б найбільше відповідали вимогам, що висуваються сучасними освітніми стандартами та школою. У зв'язку з цим у тезах розглядаються можливості та переваги

використання SWOT аналізу як універсального знаряддя для прийняття ефективних професійних рішень та цілої низки супутніх професійних навичок та вмінь, таких як гнучкість, критичне мислення та планування навчальних цілей та результатів.

**Ключові слова:** гнучкість, критичне мислення, аналіз, навчальні стратегії, навчальні цілі.