

English language is used almost everywhere we are. Whether in the workplace, or on sightseeing, this language is heard more frequently than any other. Not surprisingly, English language has become the most popular language in the world. According to 'English Teaching Professional' it has already been estimated around 1.5 billion people who use English as a first or second language. British Council made its own estimations about English learners who represent a group of another 1 billion. These are figures that prove that fluency in English is perceived as a key to success in career. I might take the risk and suggest that the expansion of English is one of the symptoms of globalization.

Apart from the growing popularity of English language among students and people who already climb on career ladders, we should notice that society is increasingly attached to technology. Without going deep into its negatives and positives, it can be said that technology can be successfully applied into the learning process. This can be proved with findings of Felder and Silverman who elaborated Index of Learning Style. They described four dimensions of learning preferences in which one style is contradictory to another:

- sensory style (looking for facts), and intuitive style (looking for meaning),
- visual style (looking for visual presentations) and verbal style (looking for verbal explanations),
- active style (looking for work in groups to resolve problems), and reflective style (looking for solutions to problems on his/her own),
- sequential (decoding information from the level of details to the bigger picture), global (decoding information from the overall picture of situation to the level of details). (Felder and Silverman in Nilson, 2010, pp. 234-235).

To understand this concept, it should be underlined, that possessing one learning style does not rule out having another. Many people can be at once learners of mixed active-sequential, visual-sensory, visual-sequential style and so on.

My study will be focused on the importance of visual learning style that can be exploited to maximum with applying multimedia. Multimedia, which is a part of technology we live with, can play a major role in development of language skills, especially among students who are visual-learners. Teachers who bring their attention to the mindset of their students, supplement the traditional set of teaching methods with multimedia. The multimedia provide visual learning experience that is impeccable, especially if it comes to teaching young learners. Their verbal

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and writing skills may not yet be built up.. Therefore such you students may need visual impulsion that would support their thinking process.

Bibliography:

Linda B. Nilson (2010). *Teaching at Its Best. A Research Based Resource for College Instructors*. John Wiley & Sons, San Francisco.