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**THE DEVELOPMENT OF ACADEMIC WRITING SKILLS IN THE
CONDITIONS OF EUA**

**РОЗВИТОК АКАДЕМІЧНОГО ПИСЬМА В УМОВАХ
ЄВРОПЕЙСЬКОЇ АСОЦІАЦІЇ УНІВЕРСИТЕТІВ**

Метою дослідження є розвиток навичок академічного письма, що займає значне місце в сфері науково-дослідної роботи, на реалізацію якої Європейською асоціацією університетів спрямовано потужні ініціативи.

Ключові слова: Європейська асоціація університетів, науково-дослідна робота, академічне письмо.

Целью исследования является развитие навыков академического письма, что занимает значительное место в сфере научно-исследовательской работы, на реализацию которой Европейской ассоциацией университетов направлено мощные инициативы.

Ключевые слова: Европейская ассоциация университетов, научно-исследовательская работа, академическое письмо.

The aim of the study is the development of skills in academic writing, which takes a significant place in the field of research work, to the implementation of which the European University Association sends a powerful initiative.

Key words: European University Association, research work, academic writing.

On the way towards integration to the European educational space each country needs to modernize its higher education in accordance with the requirements of European standards. Contemporary integration processes contribute to the creation of a single world educational space and the formation of a developed democratic society. The priority direction of modernization the higher education is its quality

assurance. Therefore, it is extremely important to study the experience of European educational organizations in the process of ensuring the quality of higher education.

One of the largest organizations that influences the development of higher education policy in Europe and around the world is the European University Association (EUA). The organization serves as the voice of more than 850 universities. It provides the universities-members with unrivalled opportunities to share best practices through participation in projects, programmes and various activities that improve the quality of their life. The Association represents the interests of its universities at the level of the European Parliament[2].

One of the preferred directions of European University Association activity is the research. Today,

University research has become one of the most important factors shaping national competitiveness and University reputation.

Educational innovations are becoming increasingly vital for economic and cultural development of any country. Respectively, the society can be called successful if it is able to exploit the knowledge to gain competitive advantages and attract international talents, new business and investments.

Strategy of creating the society based on knowledge is one of the most important for European Union and national governments nowadays. So, in the above mentioned context, clear becomes the powerful contribution of

EUA to the development of research work of higher educational institutions that are members of the association. It should be noted that in 2012-2013 EUA together with other interested in the field of research and innovation European organisations signed a Memoranda of Understanding (MoU), committing themselves to achieving the goals and objectives regarding doctoral training, mobility, cooperation between universities and business, innovation, international cooperation, open access to publications and information[1].

Significant place in the field of research work takes the development of academic writing skills. The specific of academic writing is the regulation, which concerns the presentation of material. One of the basic requirements of academic

writing is the observance of scientific ethics, particularly the ethics of scientific citation. The latter, in its turn, requires the consistent separation of the own opinion from someone else's, the ability of the researcher to distinguish scientific source from non-scientific one, primary source from secondary one, etc[4].

Thus the development of academic writing skills is an important precondition of the successful research work, to the implementation of which the European University Association directs its powerful initiatives.

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