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In article one of knowledge methods – analogy is considered, the role and the place of analogy in foreign language training are shown, types of analogies are given and features of their use in training foreign languages are noted. Analogy is a way of reasoning that has been studied throughout the history of philosophy and has been widely used in Artificial Intelligence and Linguistics. Developing creativity is not an easy option and poses future challenges. It has been compared to a muscle that needs the constant constraining discipline of exercise to strengthen individuals’ innovative thinking and problem-solving. There is a tendency to devote time to its development with students, when it is as important to extend its use to give positive satisfaction to all ages. Creativity is an endangered species in the current model of education, which is increasingly subject to institutional, curricular and assessment constraints. The key to students successfully completing an analogy is for them to first realize they need to link their familiar experiences with these new ideas that are presented to them. Once they have used the already learned concept, they can apply this same concept to the other word pairs. This helps them develop higher level thinking processes. When students understand that analogies are all based upon relationships, they can work on overcoming analogy apprehension and even develop their own analogies. Students also need to build their vocabulary base to have a better understanding words introduced in analogous relationships.

*Key words:* formation of professionally oriented foreign language teaching environment, university, students, analogy as training method.