

LANGUAGE TEACHING METHODS INNOVATIVE LANGUAGE TEACHING METHODS FOR BUSINESS SUCCESS

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Abstract: The article describes language teaching methods innovate language teaching methods for business success, students and pupils.

Key words: Grammar Translation Method (GTM), Direct Method (DM), Audio-Lingual Method (ALM), Communicative Language Teaching (CLT), ask-Based Language Teaching (TBLT), Content-Based Instruction (CBI), Communicative Language Teaching (CLT), Understanding Communicative Language Teaching (CLT). Interactive Communication, Functional language use, Contextualized learning, Pair and group work, Information gap activities, Puzzle tasks, find someone who, Role plays, Examples in a business context, Intercultural communication.

When learning a foreign language, vocabulary forms the basis of language Communication and that is why it is so important to acquire vocabulary. How But can you acquire the vocabulary and what options are currently available? The answer to this question can be found in this work.

Because the demands on learners in schools today are increasing rise, not only learners, but also teachers and others try Linguists find new ways to help learn vocabulary can. For example, they offer learning programs for learning foreign languages Learners a different way to learn vocabulary effectively and autonomously and this software often serves as motivation. I find vocabulary work in the foreign language to be a great task Learners and teachers. Many of us still remember the textbooks in which...

Each lesson contained often rarely used vocabulary. They were learned by heart and without context and after a short time you forgot the vocabulary you learned again. Some learners also had a vocabulary book in which the rewritten Vocabulary was available and they rarely opened it. This problem with the vocabulary book Today, various learning programs that are designed to be written down and practiced are good at solving problems individual vocabulary.

Introduction to language teaching methods

1. Grammar Translation Method (GTM):

- Overview: The GTM is based on historical language teaching and focuses on the study of grammar rules and translation between the target language and the native language.

- Insights: Although GTM is criticized for its lack of communicative focus, it provides a solid foundation in grammar and vocabulary. It is suitable for learners interested in literature or academic language.

- Example: In a GTM classroom, students might analyze a French poem, break down verb forms, and translate lines into their native language.

2. Direct Method (DM):

- Overview: DM emphasizes oral communication and immersion. The teachers only use the target language and avoid translations.

- Insights: DM promotes natural language acquisition and mimics how children learn their native language. It promotes fluency and pronunciation.

- Example: In a DM course, students take part in role plays, dialogues and situational discussions. You learn vocabulary through context.

3. Audio-Lingual Method (ALM):

- Overview: ALM emerged during World War II for military personnel. The emphasis is on repetition, practice and habit formation.

- Insights: ALM emphasizes accurate pronunciation and patterns. It is effective for language structures but lacks creativity.

- Example: Students practice verb conjugations by repeating sentences such as “I eat breakfast every day.”

4. Communicative Language Teaching (CLT):

- Overview: CLT values real communication. The learners engage in meaningful tasks and value function over form.

- Insights: CLT promotes language skills, interaction and cultural awareness. It is learner-centered and adaptable.

- Example: Students discuss travel plans, negotiate with classmates, or create a restaurant menu in the target language.

5. Task-Based Language Teaching (TBLT):

- Overview: TBLT integrates language learning with practical tasks. Learners solve problems, complete projects, or carry out real-world activities.

- Insights: TBLT increases motivation and relevance. It combines theory and application.

- Example: Students plan a hypothetical trip, research travel destinations, book flights, and describe their itinerary.

6. Content-Based Instruction (CBI):

- Overview: CBI teaches language through topics (e.g. history, science). In addition to content knowledge, linguistic skills also develop.

- Insights: CBI promotes interdisciplinary learning. It is ideal for academic contexts.

- Example: Students read articles about climate change, discuss environmental issues and practice language on the topic.

Remember that effective language teaching often combines elements of multiple methods and adapts to the needs and goals of the learner. By using a diverse toolkit, educators support students on their language learning journey.

Communicative Language Teaching (CLT)

1. Understanding Communicative Language Teaching (CLT).

Communicative Language Teaching (CLT) is an approach to language teaching that prioritizes communication over mere memorization of grammar rules and vocabulary. It emerged in the 1970s in response to the limitations of traditional grammar translation methods. Here are some key aspects of CLT:

- Interactive Communication: CLT emphasizes the importance of authentic communication in language learning. Learners engage in meaningful interactions with others and use language for real-world purposes. This approach encourages learners to express themselves, negotiate meaning and solve communicative tasks.

- Functional language use: Rather than focusing solely on grammatical structures, CLT emphasizes functional language – the language needed to perform specific tasks. For example, learners could practice ordering food in a restaurant, negotiating a business contract, or attending a job interview.

- Contextualized learning: CLT promotes learning in contextualized situations. Learners acquire language through exposure to authentic texts, role-plays, simulations and real-life scenarios. This contextualization helps learners understand how language works in different contexts.

2. Techniques and strategies

Let's explore some techniques and strategies commonly associated with CLT:

- Pair and group work: Learners work in pairs or small groups to complete tasks. For example, you could discuss a business case study, solve a problem, or plan a project. This collaborative approach promotes communication and creates trust.

- Information gap activities: These activities focus on providing learners with incomplete information. For example:

- Puzzle tasks: Each learner has a piece of information and must work together to solve a puzzle (e.g. put together a product description).

- Find someone who: Learners move around the room asking questions to find someone who fits a specific description (e.g. "Find someone who has experience in international marketing").

- Role plays: Learners take on specific roles (e.g. manager, customer, employee) and deal with realistic scenarios. Role-playing helps learners practice language in context and develop negotiation skills.

3. Examples in a business context

Let's look at how CLT can be applied in a business setting:

- Business meetings: Learners take part in simulated business meetings. They negotiate, present ideas and discuss strategies. For example, you could role-play a sales pitch or a project update.

- Email writing: Learners practice writing professional emails. You will learn to structure messages, use the right tone and convey information effectively. For example, writing a customer proposal or answering a customer query.

- Intercultural communication: CLT helps learners cope with cultural differences. You will explore cultural norms, etiquette, and communication styles relevant to international business interactions.

Conclusion: In summary, CLT is revolutionizing language teaching by emphasizing communication, context and authentic language use. By integrating CLT principles into business language courses, learners can develop practical skills that increase their professional success. Remember that effective language learning is not just about mastering grammar. It's about using language confidently to achieve real goals.

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