

DEVELOPING COMMUNICATIVE COMPETENCE OF LANGUAGE LEARNERS THROUGH MASS MEDIA

Muradov Utkir Nurillayevich,
associate professor of Tashkent state pedagogical university
utkirnurillayevich@gmail.com

Annotatsiya: Ushbu maqola til o'rganuvchilarda kommunikativ kompetentsiyani rivojlantirishda ommaviy axborot vositalarining ahamiyatini o'rganadi va ommaviy axborot vositalari programmalarining til o'rganuvchiga ijobiy ta'siri, ularning til bilimi va ravonligiga hissasi o'rganiladi.

Kalit so'zlar: til, ommaviy axborot vositalari, kommunikativ qobiliyatlar, media, madaniyat, lug'at.

Аннотация: В этой статье рассматривается важность средств массовой информации в развитии коммуникативной компетентности у изучающих язык, а также положительное влияние программ средств массовой информации на изучающих язык и их вклад в знание языка и свободное владение языком.

Ключевые слова: язык, средства массовой информации, коммуникативные навыки, средства массовой информации, культура, лексика.

Abstract: This article examines the importance of media in developing communicative competence in language learners, as well as the positive impact of media programs on language learners and their contribution to language knowledge and fluency.

Key words: language, mass media, communicative skills, media, culture, vocabulary.

INTRODUCTION

In the current digital age, the development of communicative skills of language learners has been greatly influenced by the widespread use of mass media. Mass media, including various forms such as television, radio, social media and online platforms, have emerged as powerful tools for improving language skills.

MATERIALS AND METHODS

The advent of mass media has revolutionized the way language learners acquire and master new languages. By consuming media content in different languages, students are exposed to authentic linguistic expressions, colloquialisms, and cultural nuances necessary for effective communication. Media provide students with a gateway to real-world language use, providing them with a rich tapestry of vocabulary, grammatical structures, and idiomatic expressions that are integral to language acquisition. Media provide language learners with interactive participation and offers

a platform for practice. Social media platforms, language learning apps, and online forums allow learners to connect with native speakers, participate in language exchange programs, and engage in real-time conversations that simulate authentic communicative contexts. This interactive dimension of media not only improves students' speaking and listening skills, but also develops cultural understanding and intercultural communication competence.

RESULTS AND DISCUSSIONS

Language learners can expand their cultural horizons and gain a deeper understanding of the world's linguistic diversity by immersing themselves in a variety of media sources. Exposure to foreign films, music, news programs, and online content in the target language allows learners to contextualize their language learning within the broader socio-cultural context of the language community. This cultural immersion not only improves students' communication skills, but also develops empathy, tolerance and intercultural communication skills. In essence, the integration of mass media into language learning pedagogy offers language learners a dynamic and engaging way to develop their communication skills. By using the variety of resources and interactive opportunities provided by media, students can improve their language skills, fluency, and intercultural competence in a holistic and immersive way.

As technology continues to shape the landscape of language learning, the role of media in enabling language learners to communicate effectively and confidently in a globalized world cannot be overstated. It is increasing more and more. Mass media, including television, radio, social media, and online platforms, offer language learners a unique and engaging way to improve their communication skills. This article explores how media can be used as a powerful tool to improve students' language skills, providing them with authentic and varied language exposure that improves proficiency and fluency. Media engages students in real-life conversations, serves as a rich source of authentic language input to introduce cultural nuances and various linguistic expressions. By being exposed to a variety of media formats, such as movies, TV shows, podcasts, and news articles, language learners can improve their listening comprehension, vocabulary acquisition, and pronunciation skills. In addition, mass media provide students with the opportunity to communicate with different accents, dialects and registers, thereby increasing their communicative competence and intercultural awareness. Mass media platforms provide interactive learning opportunities that engage language learners in meaningful communication.

Social media platforms, language learning apps and online forums allow learners to practice writing, speaking and listening skills in a dynamic and interactive environment. Through online discussions, video calls, and language exchange programs, students interact with native speakers, receive feedback on their language

use, and engage in authentic communicative tasks that simulate real-world interactions can participate.

Mass media expose language learners to the cultural context in which the language is used, helping them to gain a deeper understanding of the socio-cultural aspects of the target language. By watching foreign films, listening to music, and following the news in the target language, students gain an understanding of the customs, traditions, and social norms of the language community. This cultural immersion enhances students' communicative skills by enabling them to communicate effectively and appropriately in different cultural environments.

Media offers language learners multimodal access through a combination of audio, visual and textual resources. This multimodal approach to language learning improves students' comprehension skills, memory retention, and general language skills. By engaging with multimedia content such as subtitled videos, podcasts with transcripts, and interactive language games, students can strengthen their language skills in a holistic and immersive way.

CONCLUSION

In conclusion, mass media play an important role in enhancing the communicative competence of language learners by providing them with authentic language input, interactive learning opportunities, cultural immersion, and multimodal resources. By using media as a language learning tool, students can develop their language skills, fluency and intercultural competence in a dynamic and engaging way. As technology continues to advance, the integration of mass media into language education empowers students to communicate effectively and confidently in a globalized world.

REFERENCES

1. Bagarić, V. and Mihaljević Djigunović, J. (2007). Developing communicative competence. *Metodika*, Vol. 8(14), pp. 84-93.
2. Canale, M. and Swain, M. (1980). Theoretical bases of communicative approaches to second language teaching and testing. *Applied linguistics*, Vol. 1(1), pp.1-47.
3. Crosbie, V. (2002). *What Is New Media*. Oxford. Oxford University Press.
4. Marina Oštarić, prof., Nataša Perinčić Tičić. (2022). Developing Communicative Competence Through Language Skills In An ESP Course: A Case Of Technical English. *Zbornik radova veleučilišta u šibeniku*, Vol. 16(3-4), pp. 235-246.
5. Nwana SE. (2009). *Educational Technology in Digital Age*. Awka: Christophel Publishing Co.