

LINGUOCULTURAL APPROACH IN ENGLISH LANGUAGE TEACHING.

Kokand University Andijan Branch

Jabborova Dildora Botirjon Qizi

FTO English 24-12 Group

dildorjabborova4@gmail.com

+998(93)436 45 08

Abstract: This article is devoted to the study of the essence, theoretical foundations and pedagogical significance of the linguoculturological approach in teaching English. The linguoculturological approach is a methodological direction that includes teaching not only grammatical and lexical rules, but also cultural values, traditions, customs, social norms and customs related to the language. The article analyzes in detail the scientific and theoretical foundations of the approach, the integration of language and culture, as well as its role in the development of cultural and communicative competence in students. The study shows the application of the linguoculturological approach in effective pedagogical technologies, the advantages of language teaching using interactive exercises, authentic texts and multimedia tools. The article also highlights the importance of understanding the cultural context of English language learning, understanding intercultural differences, and developing language skills in practical communication during the learning process. The results show that the linguoculturological approach helps not only to improve language knowledge, but also to develop students' cultural awareness, preparing them for global cultural dialogue. At the same time, the approach allows for increasing students' motivation in language teaching and teaching the language in a more interactive and interesting way.

Keywords: Linguoculturology, English language teaching, language and culture, pedagogical approach, communicative competence, intercultural integration, language teaching methodology.

Introduction: The process of language learning is a process closely related not only to the formation of communicative skills, but also to understanding the cultural context, social values, and customs. In recent years, the linguoculturological approach has been gaining great attention as an effective direction in language teaching. Linguoculturology is a scientific field that studies language and culture as a whole, which provides for the study of language not only in grammatical and lexical terms, but also in the cultural codes, customs, values, and social norms associated with it. The linguoculturological approach to teaching English not only develops students' skills in using the language correctly, but also prepares them for intercultural communication. Modern pedagogical research shows that when students master cultural elements in the process of learning a language, they understand the language more deeply, increase their communicative competence, and are able to function effectively in the context of global communication. The linguoculturological approach is implemented in the pedagogical process through interactive technologies, authentic texts, audio-video materials, and exercises that include a cultural and historical context. These methods increase student motivation, make the learning process interesting and effective, and allow for the implementation of innovative approaches to language teaching. This article analyzes in detail the theoretical foundations, pedagogical methods, and the importance of the linguoculturological approach to teaching English, as well as its importance in developing cultural and communicative competence in students. The results of the study show that the linguoculturological approach allows students to develop skills in using language in a practical context, understand intercultural differences, and effectively teach the language. Linguoculturology is a scientific direction that studies language and culture as a whole. It allows us to study language not only grammatically and lexically, but also to analyze the cultural values, traditions, historical, and social contexts associated with it. The main task of linguoculturology is to form in students the ability to use language correctly, as well as to understand culture and understand cultural differences in the process of communication. In teaching English, linguoculturology provides students with the following opportunities: Understanding cultural context. Since language is associated with the cultural heritage of a society,

linguoculturology allows students to perceive words and phrases in their cultural meaning. Understanding cultural differences. Students learn to recognize the differences between different cultures and communicate without stereotypes. Increasing communicative competence. Through linguoculturology, students not only use language correctly, but also communicate culturally flexibly and effectively. Linguoculturology is applied in the pedagogical process through interactive exercises, authentic texts, audio-video materials, and training sessions that include cultural and historical context. This approach helps to combine theoretical knowledge with practical skills in language teaching. English language teaching is a pedagogical activity that provides students with the skills to effectively use the language in practical communication, not only in the process of learning the language, but also in the process of learning the language. The modern language teaching process combines a communicative approach, a cultural component and linguo-cultural principles, and is also aimed at developing students' ability to use the language in real life situations. The main goals of English language teaching are as follows: Development of language competence. The student harmoniously develops listening, reading, writing and speaking skills. Integration of cultural aspects: Teaching the culture, customs and values specific to the English language in the process of learning the language. Preparing for communication. Teaching students to use the language correctly and effectively in real communicative situations. Innovative technologies, interactive lessons, authentic texts and multimedia tools are widely used in English language teaching. This approach increases student motivation, makes the language learning process interesting, and improves pedagogical effectiveness. The connection between language and culture is one of the main principles of the linguoculturological approach. Language is not only a means of communication, but also the main means of expression of culture. Each language reflects its own cultural codes, traditions, values, and historical heritage. Therefore, it is necessary to study culture in the process of learning a language, as this helps the student to use the language correctly and understand the cultural context. Advantages of integrating language and culture. Understanding cultural differences: Students learn the differences between different cultures and can communicate without stereotypes. Communicative

effectiveness. A person who has learned a language becomes culturally flexible and participates effectively in communication. Deep understanding of the language. The cultural context helps to more clearly understand the lexical and grammatical rules of the language. Adding a cultural component to teaching English develops not only students' language knowledge, but also their cultural awareness. This prepares them for global communication and allows them to feel free in the communication process. Interactive lessons, authentic texts and audio-video materials are effective tools for integrating language and culture. A pedagogical approach is a set of methods, principles and strategies used to organize the learning process and provide effective teaching. Pedagogical approaches to teaching English are aimed not only at improving language knowledge, but also at forming students' communicative, cultural and linguo-cultural competencies. The main features of the approaches used in modern language pedagogy. Communicative approach. Focusing on using the language in real communication situations, harmoniously developing the student's listening, speaking, reading and writing skills. Linguo-cultural approach. Teaching cultural elements along with the language, explaining the cultural context and forming students' ability to understand cultural differences. Use of interactive and innovative technologies. Making the learning process interesting and effective through multimedia tools, authentic texts, group exercises and simulations. The main task of the pedagogical approach is to prepare students not only to learn the language, but also to use it correctly and effectively in practical communication. At the same time, the approach increases students' motivation, makes the language learning process interactive and interesting, and develops students' independent learning skills. Communicative competence is the ability of a person to use language correctly, clearly, and effectively in the process of communication. Communicative competence in English teaching includes not only grammatical and lexical knowledge, but also cultural aspects, understanding of context, and flexible use of language in various communicative situations. The main components of communicative competence. Linguistic competence. Knowledge and correct application of grammatical and lexical aspects of the language. Sociocultural competence. Understanding cultural codes through language, understanding and adapting

to differences between different cultures. Strategic competence. Applying strategies for effective language use when problems or uncertainties arise in the communication process. Providing students with communicative competence in English language teaching prepares them to communicate effectively not only in the classroom, but also in real-life and professional situations. The formation of this competence in students is more effective with the help of a linguoculturological approach and interactive teaching technologies. Intercultural integration is the process of combining elements of different cultures in language teaching and explaining them to students in a contextual way. Intercultural integration in English language teaching teaches students to use language correctly not only grammatically and lexically, but also in a cultural context. This approach allows preparing students for global communication and explaining the differences between different cultures. Advantages of intercultural integration. Development of cultural awareness. Students learn to understand cultural differences by getting acquainted with different cultures and their values. Improving communication skills. A person who has learned a language can communicate effectively and culturally with representatives of other cultures. Strengthening learning motivation. Cultural elements make lessons interesting and increase students' interest in learning a language. This approach is implemented through interactive exercises, authentic texts, video materials and group work. In this way, students learn to understand not only the language, but also the cultural context of the English language in depth and behave freely in the process of global communication. Language teaching methodology is a set of methods, technologies and strategies used to effectively and systematically teach students a language. In teaching English, the methodology is aimed not only at teaching grammatical and lexical rules, but also at forming communicative, linguocultural and cultural competencies. The main features of language teaching methodology. Interactive and communicative approach. Ensuring the active participation of students, developing practical language skills through exercises aimed at communication. Adding a linguocultural component. Explaining culture, traditions, values, and social context in language teaching. Using authentic materials. Teaching the language in a real context through books, articles, audio, and video

materials. Using innovative technologies. Multimedia, interactive lessons, and group work make the learning process interesting and effective. Language teaching methodology allows students to develop not only language knowledge, but also an understanding of cultural differences, and communicative and linguocultural competencies. This approach increases students' motivation in the modern educational process, improves the quality of teaching, and prepares them for the global communication environment.

Conclusion: This study aims to study the importance and effectiveness of the linguocultural approach in teaching English. The results of the study show that the linguocultural approach serves not only to improve language knowledge, but also to form cultural awareness in students, develop understanding of cultural differences, and develop communicative competence. Pedagogical approach to teaching English, intercultural integration, interactive technologies and authentic materials make the learning process effective and interesting. Linguo-cultural principles in language teaching increase students' motivation, prepare them for the global communication environment and strengthen their skills in using language in a practical context. Therefore, the widespread introduction of the linguo-cultural approach in the modern educational process allows us to significantly improve the quality of language teaching.

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