

MODERN APPROACHES OF TEACHING ESP IN A NON-PHILOLOGICAL INSTITUTE

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***Аннотация.** Начало XXI века совпало с периодом роста межкультурного общения. В процессе глобализации овладение грамматикой иностранного языка оказалось недостаточным для эффективного общения с представителями других культур. Лингвокультурология, с одной стороны, предполагает овладение определенным языком, а с другой – отражает определенные знания о государстве, в котором говорят на изучаемом языке. Основная цель лингвистики – предоставить коммуникативную компетенцию для межкультурного общения. Основная задача статьи изучение языковых единиц и неязыковых явлений, наиболее ярко отражающих национальные особенности чужой культуры. То есть изучить знания, необходимые для успешного межкультурного общения. Тем не менее, одна из важнейших функций языка – это его обобщающая функция, а это означает, что язык – это мост, соединяющий поколения. Потому что он не только отражает современную культуру, но и сохраняет все ее предыдущие этапы.*

***Ключевые слова:** ESP, иностранный язык, контакт, лексический материал.*

ABSTRACT

At the start of the 21st century, people from different cultures started talking to each other more often. In the worldwide connections, just knowing the grammar of a foreign language is not sufficient to talk well with people from different cultures. Lingua-cultural studies is about learning the language and

also learning about the country where the language is spoken. Linguacultural studies aim to help people communicate well with others from different cultures. In other words, our main job is to learn about different cultures so we can communicate with people from other countries. However, language holds an important role in connecting different generations and preserving the experiences and culture of the past. It acts as a bridge to transmit collective knowledge and reflects the history of a culture.

Key words: *foreign language, linguacultural aspect, communication, lexical material.*

Improving how we teach at the university, based on today's society, shows that students shouldn't just learn basic knowledge of a foreign language. This means that the most important part of training for a future specialist is learning a foreign language. Learning a foreign language is not just a goal, but also a way for students to communicate with people from other cultures. When talking to people from different cultures, it's important to remember that being really good at a language means knowing a lot of words and grammar, as well as understanding the culture and using the language in the right way for that culture. Understanding something well means being able to explain and make sense of the connections between the words and ideas in a scientific text. So, the main job of teaching how to understand a scientific text is teaching how to match language with different meanings: logical thinking, expressing opinions, and the main idea. Linguacultural analysis looks at a new set of cultural values that are proposed by modern thinking and the way society lives today. It gives accurate and complete information about the cultural life of a country.

This study looks at how people from different cultures communicate with each other. It focuses on both the words people use and the cultural meanings behind those words. In contrast to the meaning of the word, cultural characteristics also show in the way language is used and the cultural setting it is used in. So, if someone knows a language, they will understand the signals and

meanings of words, as well as the cultural background. Not knowing the cultural meaning of a word makes it hard to understand the deeper cultural connections.

Please simplify this text. The text reflects the culture it is talking about.

The linguacultural approach to education focuses on teaching foreign languages in a practical way. This approach has three main goals for students to achieve.

learning new skills or abilities.

teaching information in a way that is clear and easy to understand

– having feelings or beliefs.

As a result, the focus on teaching a foreign language now includes the ability to understand and interact with people from different cultures. This means learning about their way of life and combining that with what you already know about your own culture and the culture of the country where the language is spoken. It also includes having a good understanding of culture and communication in general. Learning a new skill means students need to become really good at speaking and understanding a foreign language for the specific job they are aiming for. Competence means being able to understand and use a language well. Teaching language using real-life situations helps students remember words better and understand their cultural meaning. This way of teaching is part of a trend to focus on communication and practical use of language. It also helps students remember specialized words and general vocabulary. Using our experience, we have found that this method is a good way to improve how well people learn a new language, especially when there isn't a lot of time for lessons.

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