

# THE ROLE OF EDUCATIONAL MATERIAL IN IMPROVING MOTIVATION WHEN LEARNING ENGLISH AS A FOREIGN LANGUAGE

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## Annotation

The article presents a new approach to using educational and monitoring computer software for teaching English to foreign students, which helps to optimize the educational process and prepare highly qualified specialists able to meet the needs of the modern society. The use of software is a key component of developing foreign students' communication, social and cultural competence, and acquisition of practical skills and accumulation of factual knowledge.

**Key words:** motivational sphere of students, attitude to the teaching, solving the problem of increasing motivation

Modern didactics is characterized by interest in the student's personality, attention to him as a subject (and not just an object) of the educational process. All this, in turn, is connected with the desire for a deep study of the motives of teaching, the development of the need-motivational sphere of students.

The motivation underlying the teaching is understood by us first of all as a positive, interested attitude to the teaching. Much attention is paid to issues related to the formation of motivation in pedagogy. Motivation is determined by all means of improving the educational process: both the use of various methods and methodological techniques, and the content and presentation of educational material. In turn, motivation creates positive prerequisites for the organization of the educational process. An important role in solving the problem of increasing motivation when learning a foreign language is played by educational material selected taking into account the interests of the trainees.

Today we can say that teaching English as a foreign language is carried out within the framework of a new paradigm.

Traditional, well-established views on what to teach and on what material are changing. This is due to the search for an answer to the recurring question, what are the most effective ways to achieve the practical goal of teaching — mastering the language by foreign students as a means of communication, taking into account those cultural features that are reflected in it. When deciding on the selection of

material as a means of teaching, many methodologists (E. A. Bogdanova, V. A. Khomyakov, M. A. Grachev, etc.) believe that it is necessary to use such an educational material that would allow students to master live conversational speech. This will contribute to the fact that the process of adaptation of foreign students to the language environment will be faster and easier. The language environment is an incentive for the use of speech skills and abilities acquired in the learning process. The motivational function of the language environment is that it becomes a stimulant for the activation of educational activities. To ensure live communication in the language being studied in the classroom, it is necessary to strive to create real speech situations in the learning process. This, in turn, requires the use of materials reflecting spoken language. Such materials should meet the communicative, cognitive and emotional needs of students. Communicating with Russian youth, foreign students find themselves in real speech situations that reveal the peculiarity of the language spoken by modern youth. At the advanced stage of learning in strong groups, one of the directions of language learning can be working with materials that introduce students to the active processes that occur in modern Russian. The features characteristics of the modern language development of society, a native speaker, are reflected in advertising texts. Advertising texts, being a particular stylistic phenomenon, contain various conversational elements, many of them reflect the peculiarities of the language of youth. Authentic advertising texts were used by us as educational material in the IV course in strong groups. The work on the advertising language is carried out by us in several directions: firstly, the study of expressive means used in the advertising text, the identification of expressive lexical units of a colloquial nature and the definition of their role in the text; secondly, the conditionally creative direction in the study of advertising.

The purpose of the text is to show what is the mechanism of the impact of the advertising text on consumers. And finally, the third direction is the study of advertising text as a component of culture. All three directions in the study of the language of advertising texts are united by a common task — to show that the compilers of advertising texts, in an effort to get rid of language stamps, create an original text that distinguishes uniqueness and entertainment.

Students get acquainted with various techniques used by the creators of advertising texts in order to attract the attention of consumers of goods. At the same time, students should get an idea that the stylistic task of the authors of advertising texts often consists in violating standard correctness, which is found in expanding the boundaries of lexical compatibility. In this case, combinations of the following types are used for analysis: "thick advantage" (advertising of the

manufacturer of windows); "right beer" (beer advertising); "tasty cafe" (cafe advertising).

Analyzing the means of expression in the advertising text, we paid attention to the use of metaphors ("Amber is the kingdom of souvenirs"), pun ("I have a new friend / it's a phone Samsung / He's talking to me / He has a mobile look"), various kinds of associations (a rainbow of fruit flavors, sweet as honey).

The second direction of studying the language of advertising is conditionally creative, i.e. observing how advertising is made and what the mechanism of its impact is. To show students one of these techniques — emotional impact, we analyzed the cases the use of a language game in the advertising text (as well as in advertising slogans, short, catchy phrases that are a verbal portrait of the product): "We will not rust" (advertising of anti-corrosion coatings); "Wipe your nose with a runny nose" (advertising of medicines);

"Is everything all right with your roof?" (Roof repair ads); "Don't let yourself dry out" (soft drinks ads).

One of the ways to express emotionality and expression is the use of slogans, which are based on the use of precedent statements, but in a transformed form. For example, "Prepare a sleigh in the fall", "Proletarians of all countries, computerize".

The phrase "You can't forbid living beautifully", widely used recently, which is used when they want to say about a person who has and uses the opportunity to live comfortably, with amenities, in advertising dumplings looks like this: "You can't forbid eating beautifully." In the analysis of these cases, a linguistic and cultural commentary is used.

When working with slang vocabulary, both an explanatory commentary and a reference one are used a comment when students are asked to find the interpretation of some jargonizes in a current dictionary or in one of the special dictionaries dedicated to jargon. As tasks when working with such vocabulary, the following are offered: "Replace slang words and expressions with neutral ones"; "Write down these phrases in two columns: in the left — combinations where the word appears in a stylistically neutral meaning, in the right — where it is used in a colloquial or slang variant"; "Clarify with the help of dictionaries the slang the meaning of the following words: cool, roof, drag, hang out, lay, threw"

The use of slang words in advertising texts brings the situation in the text closer to an ordinary life situation in which young people feel free and comfortable, since it is in the speech of young people that the tendency to use slang

vocabulary is revealed. "The flow of such vocabulary never runs out completely, but only gets shallow from time to time"<sup>1</sup>, which is connected with the historical background on which the language develops.

When working with advertising texts and slogans (which are part of the advertising text) containing slang vocabulary, one of the tasks is to show the relevance or the inappropriateness of its use, to identify its role in the text.

As for the study of the advertising text as a component of culture, we took into account that advertising is not only a certain system of representation of certain objects, programming the consumer to purchase a particular product, but also "a kind of ideological code that builds a system of symbolic values: social, moral, gender, family, etc."

As an example of an advertising text reflecting the realities of modern English, we give the following: Aero grill in installments. And let the dollar turn green with anger. A capricious piece of paper. But how much can you be afraid of her? That's it! The decision was made: "Today!" Today you are buying an aero grill in installments. Pay half the cost. Within 2 months, you pay extra for the rest, and the super-oven of the XXI century is in your kitchen.

When working with such texts, the technique of commenting is used, first of all, country studies. The above advertising text requires an explanation of the possibility of buying a product in English in installments. In addition, it is necessary to point out such differences in cultures as the fact that in Uzbekistan the presence of dollars in a person is an indicator of material prosperity and material stability. None of the foreigners in their homeland will transfer national money into dollars in order to accumulate a certain amount for any purpose (buying a car, real estate, travel).

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Thus, the advertising text as a component of culture makes it possible to identify and realize cross-cultural differences. The tasks offered in working with such texts are aimed at personally involving students in the process of reading and working with the text. The exercises performed in this case are of a truly communicative nature: for example, "Tell us how products that can be bought at a discount are advertised in your country"; "Compose the text of computer advertising"; "What is the main difference between advertising texts that you met in Uzbekistan from those that are used in your country".

In conclusion, it should be noted that the use of advertising texts as educational materials not only allows you to learn a language at a deeper level, but also to increase the motivation of its study, as well as emotionally involve students in the learning process. If we take into account that the advertising text clearly shows the features characteristic of the modern language development of society, a native speaker, then working with advertising texts will allow foreign students to feel the "language taste" of the era to some extent and feel more confident in the language environment.

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