

A COMMUNICATIVE APPROACH IN THE METHODOLOGY AND USE OF THE SPECIALTY LANGUAGE

Mamadaliyeva F. A.

Senior Lecturer, Tashkent State Economic University

m.feruza_71@mail.ru

Abstract

The development and active use of communication skills is the main aspect in a professional environment. Intensive methods are based on the global presentation of linguistic material, framed in structures or models. The development of grammatical mechanisms is provided from the dialogues of the main course - based on models. The purpose of teaching foreign languages is the practical mastery of spoken language and professional speech.

Keywords: Method, speech, language, approach, communication, process, term, etiquette, competence.

Introduction

In the context of globalization and the integration of economic processes into the global economy, the importance of high-quality training for specialists in the field of economics cannot be overstated. One of the key aspects of this training is high language proficiency, especially in the Russian language. For students of economic universities, this is not only a matter of correctness and precision in communication in a professional environment but also an important component of overall cultural and communicative competence.

In the field of economics, teaching the language has its own goals and objectives. Developing communication skills is a fundamental aspect of the professional environment. Students must acquire the skills to communicate effectively in various professional situations, such as business negotiations, writing reports, and analyzing economic information.

A specialist needs to enhance their level of language culture. They must learn to express their thoughts correctly and clearly, avoid speech errors, construct sentences properly, and use terminology specific to the economic field.

It is important to develop critical thinking and analytical abilities. Language serves as a tool for deeper analysis of economic processes, so it is essential to teach students to interpret and present data accurately in their specialization.

The main tasks of the teacher are:

- Instill skills in business correspondence and writing economic texts.
- Develop the ability to formulate and argue economic conclusions.
- Teach the correct use of economic terms and concepts in speech and writing.
- Strengthen the ability to analyze and synthesize economic information.

For this, the teacher must apply a specific principle and methodological approach. Teaching Russian in an economic university should rely on a range of specific methods and principles that take into account the characteristics of the students, their educational goals, and the specifics of the economic profession. One such approach could be the communicative-oriented approach.

This approach emphasizes the development of speech skills needed for real professional situations. Teaching is carried out through practical application of the language in various business contexts, such as preparing reports, participating in debates, analyzing texts, etc. The communicative-oriented approach (COA) in language teaching focuses on using the language as a tool for communication, rather than simply as a system of grammatical rules. It is based on the idea that effective language proficiency is impossible without active practical application, especially in real professional and social contexts. This approach focuses on developing skills that allow individuals to successfully interact in various situations that require the use of language.

The main principles of the communicative-oriented approach include:

1. Active use of the language. This training is aimed at the real application of the language in everyday and professional situations (negotiations, business correspondence, presentations, etc.). Emphasis is placed not only on correctness but also on the ability to convey information effectively.
2. Target situations. Teaching materials and tasks are selected based on real-life situations, such as preparing reports, participating in debates, business correspondence, presentations, text analysis, and interviews. This helps students to bring the learning process as close as possible to real professional activities.
3. Speech strategies and skills. This course of study includes not only grammatical and lexical aspects of the language but also strategies for successful communication, such as how to conduct negotiations, express ideas, listen to the interlocutor, and respond effectively.
4. Communicative competence. Its main goal is to develop communicative competence, which includes the ability to understand and produce statements, as well as to respond appropriately to various communication situations. This means paying attention not only to linguistic aspects but also to sociocultural aspects of communication.
5. Interactivity. A popular element is the use of various forms of active interaction, such as role plays, group discussions, and modeling real professional situations, allowing students to practice their language skills in different contexts.

In the educational process, the communicative-oriented approach is aimed at solving real tasks, making it more effective for professionals. Students learn to use language to express different shades of meaning, which promotes better understanding and effective interaction. The learning process is focused on practical goals, which increases students' engagement and interest in studying the language.

Direction and specialization play an important role in communication and speech culture. Here are some key aspects that can be included in a training program with such a focus:

1. Negotiations and business communication involve persuasion skills. The ability to present one's point of view without creating conflict, as well as agreeing with the interlocutor's opinion without losing one's own position. It is important not only to speak but also to listen, ask clarifying questions, and show attention to the interlocutor. Speech culture includes expressing gratitude and polite communication, expressing one's thoughts and feelings in business correspondence without accusations.

2. Business correspondence is of particular importance for a high-level specialist and their professionalism. Proper structuring of the text (introduction, main part, conclusion), using formalities depending on the situation. The ability to convey information in as few words as possible, without losing meaning. Correct choice of style depending on the situation: formal, semi-formal, or less official. The importance of a quick and accurate response to emails.

3. In training future professionals at universities, great attention is paid to theoretical education and the improvement of knowledge. In classes, students are taught how to properly create presentations on topics. The ability to present a topic clearly, logically structure the presentation, and avoid information overload. The use of questions, pauses, and visual materials to maintain interest and engagement of the audience. The ability to confidently answer questions, maintain a dialogue, and stay on topic. Practical tasks modeling real situations (such as negotiations, phone conversations, business trip situations), where students can practice their ability to effectively use language in context.

Focusing on intercultural communication, it is essential to consider the peculiarities of business culture and communication methods in different countries. The ability to distinguish between formal and informal speech, using appropriate lexical and grammatical resources. This approach helps not only improve grammatical skills but also learn to communicate confidently and effectively in a professional environment, focusing on practical language use.

Skills in effective business communication and negotiations play a key role in establishing productive relationships and achieving goals in business. Let's look at the main aspects you mentioned and how they can be applied in practice.

You need to possess persuasion skills, the ability to present your point of view without creating a conflict. For this, it is important to follow a few principles:

- Show respect for the interlocutor. Listen to their opinion respectfully and do not interrupt. Show that you take their point of view into account.
- Use facts and arguments in business conversations. Try to support your viewpoint with arguments based on facts and logic. The more substantiated your arguments are, the harder it will be for the opponent to refute them.

But always remember about etiquette and speech culture. Instead of stating your opinion categorically, use expressions like "It seems to me that...", "It might be useful to consider...", "What do you think of the idea...?" These formulations create an atmosphere for discussion rather than confrontation. Find common ground with the interlocutor's opinion. Even if you disagree with their ideas, try to highlight the points where you agree.

Using these techniques, you can effectively conduct business communication, maintain positive relationships, and achieve goals without conflicts and misunderstandings.

Thus, the communicative-oriented approach helps students not only master the language but also develop the ability to use it effectively in various professional and social contexts. Active use of the language is an approach where the focus is on developing real communication skills aimed at specific life and professional situations. It is important that the student can not only construct sentences correctly but also effectively convey information, taking into account the context and audience.

REFERENCES

1. Vishnyakova T. A. Psycholinguistics and Language Studies. St. Petersburg: Piter, 2021.
2. Druzhinin V. N. Cognitive Foundations of Foreign Language Learning. Moscow: Flinta, 2020.
3. Karpova A. A. Intercultural Communication in the Global World. Kazan: Kazan University, 2022.
4. Mamadalieva F. A. Aspects of Learning Phraseological Units and Features of Their Translation. European Journal of Innovation, 2022.
5. Mamadalieva F. A. Linguoculturological Aspect of the Relationship Between Language and Thinking. Scientific Progress, 2021.