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## USING EFFECTIVE METHODS IN TEACHING A FOREIGN LANGUAGE: CHALLENGES AND OPPORTUNITIES

### Khudoyberdieva Zumrat Khudayberdievna

Teacher, Tashkent State Pedagogical University named after Nizami, Uzbekistan

E-mail: xudoyberdiyevazumrat@gmail.com

Abstract: The pursuit of language acquisition has been a cornerstone of human communication and cultural exchange throughout history. With the increasing globalization of societies, the need for effective teaching methods in foreign language instruction has become more pressing than ever. As the world becomes more interconnected, the ability to communicate across linguistic and cultural boundaries has become a vital skill, not only for individuals but also for nations seeking to engage in economic, political, and social discourse. However, the task of teaching a foreign language poses a multitude of challenges, which can be overcome by employing effective methods that cater to the diverse needs of learners. This article will explore the challenges and opportunities in using effective methods in teaching a foreign language, highlighting the importance of innovative approaches, technology integration, and teacher training in fostering language proficiency.

**Keywords:** learning environment, teaching methods, effective ways, technology integration, games, skills

**Introduction:** The main challenge for teachers could be the right choice of a specific method that could attract students' attention to the learning process. Owing to methodological peculiarities, this or that method could be more or less effective and depending on both students' age and specific aspects of development. A foreign language should not be taught simply "for the sake of studying", as students are mainly not attracted to studying grammar rules and completing dullest exercises. They need to understand that they will be able to use a foreign language in real life. Therefore, when teaching any foreign language, it is necessary to resort to non-standard methods and strategies. Using QR codes, augmented reality, Internet tools, educational games, a foreign language teacher may substantially broaden the opportunities for his/her students.

Does every child have an opportunity to learn a foreign language effectively? What are the reasons for the inefficiency of foreign language instruction in the majority of Russian schools? How is it possible to overcome them? The first section of this paper deals not only with the topicality of the problems of foreign language education but also with the main methodological principles that should be taken into account if a teacher wants his/her students to get the necessary competence that would allow them to use the language effectively even right after school graduation.

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### **Background and Significance**

Therefore, the solution to the issue of confronting the challenges of foreign language teaching requires common efforts of successful learning and permanent searching for effective teaching methods. The challenge requires deep pedagogical, psychological, and methodical research aimed at identifying, consolidating, and improving teachers' and pupils' functioning in the contemporary world of education, and activation of various innovative teaching methods. The analysis, comparison, and synthesis of the recommendations by teaching practitioners and methodologists in the issue of effective foreign language teaching will help to find the ways of solving the problems reflected in the concerning objectives drawn.

Sustainable development of the economy and society issues is inconceivable without learning foreign languages. The formation of a highly educated, creative and socially oriented person ensures the preservation of the national identity of the world. A person with knowledge of a foreign language, foreign culture, and experience of cross-cultural communication in the globalized world can more actively use the possibilities of professional and personal self-realization, establish professional contacts, and adapt more quickly to new social, political, and cultural situations. The prospect of success in professional life and personal fulfillment of a person is truly multilingual and is able to competently and effectively adapt to living conditions in a multicultural environment.

Additionally, to enhance the exceptional of personnel training, to set up the stipulations for the education of certified experts in accordance with global standards, to permit every greater training group to forge shut ties with the most prestigious scientific and academic establishments in the world, to foster students' innovative abilities, to use efficaciously interactive methods when working with younger audiences, and to be in a position to furnish them with qualified. Improving the best and effectiveness of training is performed via the high-quality use of contemporary data and modern-day revolutionary technologies, which are chosen in the path of education, that is the subject, chosen taking into account the language learner's age, information experience, and worldview. The use of technological equipment is beneficial in getting to know the things to do of languages learning, such as reading, writing, listening and speaking. For example, enhancing listening comprehension is impossible barring the assist of computers, clever boards and players. It is properly recognized that the listening system is one of the most essential elements of language learning. This manner requires college students to pay interest concurrently to the speaker's pronunciation, adherence to grammatical rules, vocabulary, and meaning. Using the ultra-modern technological know-how to train and research an overseas language is one of the handiest ways. One of the key elements in this system is the statistics and conversation technological know-how expertise of the language trainer and language learner. The recreation makes use of more than a few interactive methods. Today, educating with interactive video games is turning into a culture in instructional institutions. It is acknowledged that classes are based totally on a variety of games. It approves college students to exhibit their potential, skills and center of attention and enhance their know-how and abilities in an easy and enjoyable way. Generally general instructional standards and approaches are mirrored in the basis of every game. In class, college students are greater involved and work freely than in normal classes. One of her most necessary necessities for instructing languages is instructing college students to suppose for themselves. Today, many revolutionary techniques are used in the language educating procedure based totally on the journey of American and British educators. One of them is "Creative Problem" Solving", the place you examine normally the commencing of the story and let the college students figure out the ending.

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One of the primary challenges in teaching a foreign language is the diversity of learners' backgrounds, motivations, and learning styles. Each student brings a unique set of experiences, cultural references, and cognitive abilities to the classroom, making it essential for teachers to adapt their instruction to meet individual needs. Traditional teaching methods, which often focus on grammatical rules and linguistic structures, may not be effective in engaging learners who require a more interactive and immersive experience. In contrast, communicative language teaching, which emphasizes authentic communication and real-life scenarios, can help students develop functional language skills and build confidence in their ability to interact with native speakers. Another significant challenge is the shortage of qualified teachers, particularly in languages such as Arabic, Chinese, and Japanese, which are critical to global communication. The lack of trained instructors can lead to a reliance on textbooks and other resources that may not provide an authentic language learning experience. To address this issue, teacher training programs must prioritize language immersion, cultural competence, and pedagogical innovation. Teachers should be equipped with the skills and knowledge to design engaging lesson plans, incorporate technology, and create opportunities for learners to engage with native speakers.

The integration of technology is another crucial aspect of effective foreign language instruction. The proliferation of digital tools, such as language learning apps, online platforms, and multimedia resources, has transformed the language learning landscape. These resources can provide learners with access to authentic materials, virtual language exchange partners, and personalized feedback, thereby enhancing their language proficiency. Moreover, technology can facilitate communication and collaboration among learners, promoting a sense of community and motivation. However, the effective integration of technology requires teachers to possess the necessary digital literacy skills, as well as the ability to critically evaluate the quality and relevance of online resources.

In addition to technological innovations, the use of authentic materials and real-life scenarios is essential for creating an immersive language learning environment. By using news articles, videos, podcasts, and social media, teachers can help learners develop their critical thinking, analytical, and problem-solving skills, while also promoting cultural awareness and understanding. Moreover, authentic materials can help learners connect with the target culture, fostering a deeper appreciation for the language and its speakers.

Despite the challenges, the effective use of innovative methods in teaching a foreign language presents numerous opportunities for learners, teachers, and nations. Firstly, language proficiency can open doors to new career opportunities, cultural exchange, and personal growth. Moreover, the ability to communicate effectively across linguistic and cultural boundaries can foster global understanding, cooperation, and peace. For nations, language education can play a critical role in promoting economic development, international trade, and diplomacy. Furthermore, the use of effective methods in teaching a foreign language can have a positive impact on learners' cognitive abilities, such as memory, attention, and problem-solving. Research has shown that bilingual individuals possess cognitive advantages over their monolingual counterparts, including improved executive function, memory retention, and delayed onset of age-related cognitive decline.

### Conclusion.

In conclusion, the challenges in teaching a foreign language can be overcome by employing effective methods that cater to the diverse needs of learners. The use of innovative approaches, technology integration, and teacher training can help learners develop functional language skills,

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build confidence, and foster a deeper appreciation for the target culture. As the world becomes increasingly interconnected, the importance of effective foreign language instruction cannot be overstated. By prioritizing language education, nations can promote global understanding, economic development, and peaceful cooperation, thereby creating a more harmonious and prosperous world for future generations. Ultimately, the key to successful language teaching lies in the ability of educators to adapt to the changing needs of learners, harness the potential of technology, and create immersive learning environments that simulate real-life scenarios. By doing so, we can unlock the full potential of language education, empowering individuals to communicate effectively across linguistic and cultural boundaries, and fostering a more interconnected and harmonious world.

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