

IRSTI 14.25.09  
UDC 373.016.81'243

<https://doi.org/10.46914/2959-3999-2024-1-4-54-58>

**SHEVEN D.E.,\*<sup>1</sup>**

m.p.s., senior lecturer.

\*e-mail: [d.sheven@turan-edu.kz](mailto:d.sheven@turan-edu.kz)

ORCID ID: 0009-0009-5545-074X

**ABDIREIMOVA G.S.,<sup>1</sup>**

m.p.s., senior lecturer.

e-mail: [g.abdireimova@turan-edu.kz](mailto:g.abdireimova@turan-edu.kz)

ORCID ID: 0009-0005-1426-8846

<sup>1</sup>Turan University

Almaty, Kazakhstan

## **EFFECTIVE STRATEGIES FOR TEACHING FOREIGN LANGUAGES: METHODS AND APPROACHES**

### **Abstract**

Modern methods of teaching foreign languages are becoming increasingly diverse and adapted to the needs of students. The aim of this research is to analyze the most effective strategies, methods, and approaches used in foreign language teaching that contribute to improving the quality of education. The main focus is on modern teaching methods, including the communicative approach, project-based learning, and the use of information technology. Additionally, key methodologies such as the communicative approach, interactive methods, grammar-supported approaches, and the use of multimedia technologies are discussed. Key aspects that contribute to successful language acquisition, such as student motivation and individualized learning, are highlighted. The results of the study confirm that the integration of various methods and approaches promotes the development of language skills and students' confidence in using a foreign language. The practical significance of the study lies in the recommendations for teachers aimed at improving the educational process.

**Key words:** teaching, foreign language, communicative approach, project-based learning, information technology, motivation, interactive methods.

### **Introduction**

In the context of globalization and the integration of knowledge, learning a foreign language has become a necessity [1]. Modern foreign language teaching requires flexibility and adaptation to the rapidly changing educational realities. In recent decades, foreign language teaching methodologies have undergone significant changes. Traditional approaches have given way to more innovative and comprehensive methods focused on developing all of the students' language skills [2]. An important aspect is increasing student motivation, using technology, and adapting educational materials to meet the real needs of the labor market. It is essential not only to transmit knowledge but also to develop sustainable communication skills in a foreign language. The relevance of this topic is determined by the increasing importance of foreign languages in professional fields and communication. The goal of the research is to identify and analyze effective foreign language teaching strategies and to study their impact on the learning process.

The primary areas of focus include: assessing the effectiveness of the communicative approach and interactive methods; studying the influence of multimedia technologies on the learning process; applying a differentiated approach to improve the educational process; and considering methods aimed at integrating all language skills into a unified process [3]. The scientific significance of the study lies in the systematization of existing methods and approaches, their comparative analysis, and the identification of the most effective strategies for teaching foreign languages. Practical significance lies in providing recommendations for teachers and proposing new methods that can be incorporated into curricula to improve the quality of education and student motivation.

The questions we address include: What modern methods are the most effective? What is the role of motivation in learning foreign languages?

## Materials and methods

Both qualitative and quantitative methods were used in the research. Surveys and interviews with teachers and students were conducted to identify preferred methods and approaches to teaching [4]. An analysis of existing theoretical and practical data was also carried out. The theoretical part included a review of existing academic works and publications on foreign language teaching methodology [5]. The methodological basis included the communicative approach, project-based learning, and the use of information technology [6].

To achieve the research goals, a combination of qualitative and quantitative methods was used. The main stages of the work were:

1. Literature Review. The analysis of existing scientific publications and educational methodologies allowed the identification of the most common and effective foreign language teaching strategies. Works by authors such as H. Hitt and J. Van Eyck, who studied the impact of various methods on language acquisition, were reviewed [7]. The works of educators and researchers in the field of foreign language teaching methods, including those by Jeremy Harmer, Richards and Rogers, and scholars in the field of digital technology use in education, were studied. This revealed key trends and approaches that are most effective in modern conditions [8].

2. Survey of Teachers. A survey was conducted among 50 foreign language teachers and students studying foreign languages at various educational institutions. The survey included questions about the methods used, their effectiveness, and preferences in strategy selection [9].

3. Classroom Observation. As part of the research, 20 foreign language lessons conducted by teachers using different methods were observed. Key techniques and approaches were recorded, as well as student reactions to their application.

4. Experimental Teaching. An experiment was organized to introduce new strategies into the learning process with subsequent evaluation of student progress. Evaluation was based on the comparison of test results before and after the application of new methods.

5. Data Analysis. The collected data was analyzed using statistical methods, which allowed the identification of the correlation between teaching methods and student success levels. A review of modern online courses and mobile applications for learning foreign languages was also carried out, including platforms like Duolingo, Babbel, and others, to assess their role in self-directed learning and language practice.

## Results and discussion

The research showed that the use of effective methods and teaching strategies does indeed influence the level of language proficiency among students. In particular, the use of the communicative approach, aimed at practical language use in real-life situations, increased the level of students' speaking skills by 30% compared to traditional teaching methods [10]. This also helped to develop listening and pronunciation skills.

**Interactive Methods.** The introduction of interactive methods, such as group discussions, role-playing, and project work, significantly increased students' interest in the lessons. Teachers using these methods reported higher student engagement and better material retention [11]. An important feature is that interactive methods not only develop language skills but also help students learn teamwork, critical thinking, and problem-solving.

**Multimedia Technologies.** The use of technology in foreign language teaching allows the integration of various resources: video lessons, podcasts, online courses, and other multimedia materials. This helps improve language comprehension and enables students to distinguish accents, intonation, and speech styles of native speakers. Additionally, these resources allow students to learn at any time and from any place, making the process more flexible and accessible.

**Differentiated Learning.** This approach focuses on individualizing the learning process based on students' knowledge levels and needs. Teachers using differentiated learning can offer individualized tasks and materials, helping each student progress at their own pace [12]. This is especially useful in groups with varying knowledge levels, as it allows for the most effective use of time and resources.

Despite the positive results of implementing innovative teaching methods, certain challenges remain. Issues such as access to technology, insufficient teacher training in using new methods, and limited resources are important factors influencing the success of these approaches. Furthermore, it is essential for educational institutions to actively support teachers in mastering new technologies and methodologies. Teacher training in new approaches and tools requires time, resources, and preparation, but these investments can significantly improve the quality of teaching.

A comparative analysis of the results from our experiment showed higher student scores in classes using contextual methods, such as role-playing and working with authentic texts. For example, among students learning the language through game-based methods, motivation levels increased by 25%. This suggests that traditional teaching methods, such as grammar and translation, may not always provide the necessary level of student engagement. In contrast, new approaches focused on interactivity and engagement significantly enhance students' interest and success in learning a language.

However, it is important to note that the implementation of new methods requires teachers' prior training, which can be a barrier. It is recommended that educational institutions regularly conduct training sessions on modern teaching methods to ensure quality teaching and the effective use of innovations in the learning process. It is also important to ensure that the use of technologies and innovative methods is properly combined with traditional approaches. Core language aspects, such as grammar and vocabulary, should be integrated into practical communication contexts.

## Conclusion

In conclusion, effective foreign language teaching strategies require a comprehensive approach that considers both modern methods and technologies as well as the individual characteristics of students. The use of the communicative approach, project-based learning, and digital technologies not only enhances language proficiency but also motivates students, creating a favorable learning environment. Foreign language teaching methods should include both traditional and innovative approaches. Communicative methods, differentiated learning, multimedia technologies, and interactive approaches contribute to improving students' language skills, increasing their motivation, and engaging them in the learning process. These methods demand high professional competence from teachers, but their integration into the educational process significantly improves its quality.

Such research opens new horizons in teaching methodology, enabling the development of effective training programs that meet the current educational system's requirements. Future studies should focus on examining the long-term effects of various strategies on language learning outcomes and their application in different contexts. It is important to continue developing and implementing new pedagogical strategies that will support the development of students' language competence in a rapidly changing world.

The authors would like to thank colleagues and students who participated in the surveys and research, as well as the university administration for their support and provided resources.

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**ШЕВЕНЬ Д.Е.,\*<sup>1</sup>**

п.ф.м, сениор-лектор.

\*e-mail: d.sheven@turan-edu.kz

ORCID ID: 0009-0009-5545-074X

**АБДИРЕЙМОВА Г.С.,<sup>1</sup>**

п.ф.м, сениор-лектор.

e-mail: g.abdireimova@turan-edu.kz

ORCID ID: 0009-0005-1426-8846

<sup>1</sup>«Тұран» университеті,

Алматы қ., Қазақстан

## ШЕТ ТІЛІН ОҚЫТУДЫҢ ТИІМДІ СТРАТЕГИЯЛАРЫ: ӘДІСТЕР МЕН ТӘСІЛДЕР

### Аңдатпа

Қазіргі заманғы шетел тілдерін оқыту әдістері студенттердің қажеттіліктеріне бейімделген және түрлі болып келеді. Бұл зерттеудің мақсаты – шетел тілдерін оқытуда сапаны арттыруға ықпал ететін ең тиімді стратегиялар, әдістер мен тәсілдерді талдау. Негізгі назар қазіргі заманғы оқыту әдістеріне аударылады, оның ішінде коммуникативтік әдіс, жобалық оқыту және ақпараттық технологияларды пайдалану, сондай-ақ коммуникативтік тәсіл, интерактивті әдістер, грамматикалық қолдау тәсілі және мультимедиялық техно-

логияларды қолдану сияқты негізгі әдістемелер қарастырылады. Шетел тілін меңгеруге ықпал ететін негізгі аспектілер, мысалы, оқушылардың мотивациясы мен жеке оқыту тәсілі айқындалады. Зерттеу нәтижелері әртүрлі әдістер мен тәсілдерді интеграциялау тілдік дағдылар мен студенттердің шетел тілін пайдалану сенімін дамытуға ықпал ететінін дәлелдейді. Жұмыстың практикалық маңызы оқыту процесін жетілдіруге бағытталған оқытушыларға арналған ұсыныстарды ұсынуда.

**Тірек сөздер:** оқыту, шетел тілі, коммуникативтік әдіс, жобалық оқыту, ақпараттық технологиялар, мотивация, интерактивті әдістер.

**ШЕВЕНЬ Д.Е.,\*<sup>1</sup>**

м.п.н., сениор-лектор.

\*e-mail: d.sheven@turan-edu.kz

ORCID ID: 0009-0009-5545-074X

**АБДИРЕЙМОВА Г.С.,<sup>1</sup>**

м.п.н., сениор-лектор.

e-mail: g.abdireimova@turan-edu.kz

ORCID ID: 0009-0005-1426-8846

<sup>1</sup> Университет «Туран»,

г. Алматы, Казахстан

## **ЭФФЕКТИВНЫЕ СТРАТЕГИИ ПРЕПОДАВАНИЯ ИНОСТРАННОГО ЯЗЫКА: МЕТОДЫ И ПОДХОДЫ**

### **Аннотация**

Современные методы преподавания иностранных языков становятся все более разнообразными и адаптированными к нуждам студентов. Целью данного исследования является анализ наиболее эффективных стратегий, методов и подходов, используемых в обучении иностранным языкам, способствующие повышению качества обучения. Основное внимание уделяется современным способам обучения, включая коммуникативный метод, проектное обучение и использование информационных технологий, а также рассматриваются ключевые методики, такие как коммуникативный подход, интерактивные методы, грамматико-поддерживающий подход и использование мультимедийных технологий. Выделяются ключевые аспекты, которые способствуют успешному усвоению иностранного языка, такие как мотивация учащихся и индивидуальный подход к обучению. Результаты исследования подтверждают, что интеграция различных методов и подходов способствует развитию языковых навыков и уверенности учащихся в использовании иностранного языка. Практическая значимость работы заключается в предложении рекомендаций для преподавателей, направленных на улучшение учебного процесса.

**Ключевые слова:** преподавание, иностранный язык, коммуникативный метод, проектное обучение, информационные технологии, мотивация, интерактивные методы.