INDIVIDUAL APPROACH IN TEACHING SPEECH CULTURE: METHODS AND TECHNIQUES

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ABSTRACT

This article explores the importance of an individual approach in teaching speech culture and suggests methods and techniques for its effective implementation. In the context of modern educational trends and the needs of students, the author considers the importance of personalized learning for the development of communication skills and cultural competence. The methods of individualization of learning, such as differentiated tasks, adaptive assessment approaches and multi-level programs, are discussed. Special attention is paid to technological solutions that contribute to the individualization of learning in the context of speech culture. The research is based on the analysis of modern pedagogical and psychological theories, as well as on practical teaching experience. In conclusion, the prospects for further research and application of the results in educational practice are discussed.

KEYWORDS: Individual approach, learning, speech culture, teaching methods, teaching techniques, pedagogy, education personalization, communication skills, adaptive learning, speech development, learning differentiation.

INTRODUCTION

Speech culture is a key aspect of communication that determines the success of communication and interaction in society. In the modern world, the importance of an individual approach to teaching speech culture, taking into account the characteristics of each person, is increasingly recognized. The methods and techniques used in individual learning play a crucial role in developing effective communication skills and improving the quality of speech. The first step in developing an individual speech culture training program is to analyze the needs of the student. Each person has their own goals, characteristics and level of language proficiency. Conducting surveys, testing and interviews helps to identify individual learning needs and goals.

Based on the needs analysis, a personalized learning program is developed that takes into account the specifics of each student. This approach allows you to focus on the key aspects that need improvement and develop customized learning strategies. Interactive classes are an effective method of teaching speech culture[1]. They allow the student not only to assimilate new knowledge, but also to directly apply it in practical situations. Role-playing games, debates, and simulations of real situations contribute to the development of communication skills and self-confidence. An important aspect of individual learning is feedback and correction. Regular analysis of progress and identification of weaknesses allows you to adjust the training program and adapt it to the changing needs of the student.

Modern technologies play a significant role in the individual teaching of speech culture. Online resources, language learning applications, audio and video materials help to make the learning process more interesting, accessible and effective. Speech culture plays a key role in successful

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human interaction with the outside world. It defines our ability to express our thoughts, feelings and ideas in a way that they are understood and accepted by others. In today's society, where communication is becoming more diverse and multi-layered, it is important to learn how to communicate effectively not only orally, but also in writing. However, each person is unique, and their abilities, needs, and learning characteristics may vary significantly[2]. That is why an individual approach is so important in teaching speech culture, which allows you to adapt teaching methods and techniques to the specific needs of each student.

The individualization of learning in the field of speech culture begins with an understanding of the individual characteristics of each student. This may include an assessment of their level of language skills, learning characteristics, personal interests and needs. Below are some methods that can be used to individualize learning:

The teacher can design lessons that contain different levels of difficulty and tasks so that each student can work according to their own pace and abilities. Assignments can be adapted to the level of knowledge and interests of each student. For example, for a student with a developed vocabulary, you can offer vocabulary expansion tasks, and for those who have difficulty with grammar, prepare additional exercises. A variety of educational materials, such as audio and video recordings, interactive exercises, games, etc., can be used to attract attention and meet various learning needs[3]. For some students, it may be more effective to study in small groups or even individual classes, where the teacher can pay more attention to the specific difficulties and needs of each student.

Conducting an initial diagnosis of the level of language skills and needs of each student allows you to identify areas where special attention needs to be paid. Providing students with a variety of materials with different levels of difficulty and styles can help everyone find a suitable learning method for themselves. Providing individualized feedback and opportunities for reflection allows students to be aware of their progress and work to improve their skills. Regular individual consultations with the teacher allow students to discuss their difficulties and receive recommendations on how to overcome them.

An individual approach to teaching speech culture has a number of advantages. It helps each student to maximize their potential, develop their communication skills and achieve success in communicating in various languages. Therefore, it is important to strive to ensure that the teaching of speech culture is as individualized and adapted to the needs of each student as possible.

Speech culture is an important aspect of communication that determines the success of interaction in society. This is not only the ability to express your thoughts freely, but also respect for the interlocutor, the ability to find a common language and effectively resolve conflicts[4]. An individual approach to teaching speech culture plays a key role in the formation of sustainable communication skills and personal development. In this article, we will consider methods and techniques that contribute to effective individual learning of speech culture. An individual approach to teaching speech culture not only helps students improve their communication skills, but also contributes to their personal development. The effective use of a variety of methods and techniques adapted to the individual needs of each student ensures a deeper and longer-term assimilation of the material. This approach contributes to the formation of stable communication skills necessary for successful adaptation in modern society.

CONCLUSION

An individual approach to teaching speech culture is an effective way to develop communication skills and improve the quality of speech. Methods and techniques such as needs analysis, personalized approach, interactive classes, feedback and the use of technology help to achieve optimal results and create a comfortable learning environment for each student.

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