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COMMUNICATIVE APPROACH: FACTORS OF EFFECTIVENESS IN LANGUAGE TEACHING

Abstract. The communicative approach has become one of the most influential methodologies in modern language teaching due to its emphasis on meaningful interaction and real-life communication. This article examines the key factors that determine the effectiveness of the communicative approach in developing learners' language competence. Drawing on linguistic, pedagogical, and psychological perspectives, the study analyzes the role of communicative competence, learner-centered instruction, interaction patterns, authenticity of materials, and the teacher's facilitative role.

Keywords: communicative approach, language teaching, communicative competence, interaction, learner-centered learning.

Аннотация. Коммуникативный подход стал одной из наиболее влиятельных методик в современном преподавании языков благодаря акценту на осмысленном взаимодействии и общении в реальной жизни. В данной статье рассматриваются ключевые факторы, определяющие эффективность коммуникативного подхода в развитии языковой компетенции учащихся. Опираясь на лингвистические, педагогические и психологические аспекты, исследование анализирует роль коммуникативной компетенции, обучения, ориентированного на учащегося, моделей взаимодействия, аутентичности материалов и роли преподавателя как посредника.

Ключевые слова: коммуникативный подход, преподавание языков, коммуникативная компетенция, взаимодействие, обучение, ориентированное на учащегося

Introduction. The increasing need for effective communication in a globalized world has led to a shift in language teaching methodologies from form-

focused instruction to meaning-oriented approaches. Among these, the communicative approach has gained prominence as it prioritizes the functional use of language in real-life situations. Unlike traditional methods that emphasize grammatical accuracy in isolation, the communicative approach views language primarily as a tool for interaction and social exchange.

Despite its widespread adoption, the effectiveness of the communicative approach depends on a range of pedagogical and contextual factors. Understanding these factors is essential for optimizing teaching practices and achieving desired learning outcomes. This article aims to analyze the main factors that influence the effectiveness of the communicative approach in language teaching.

Main part. The communicative approach is grounded in the concept of communicative competence, which extends beyond grammatical knowledge to include sociolinguistic, discourse, and strategic competencies. This theoretical framework emphasizes the ability to use language appropriately in different social contexts and for various communicative purposes.

From a pedagogical perspective, the communicative approach is closely linked to constructivist and interactionist theories of language learning. These theories highlight the importance of active learner participation, meaningful input, and interaction in the process of language acquisition. Language learning is viewed as a dynamic process that develops through communication rather than through rote memorization.

Key factors of effectiveness in communicative language teaching



Learner-Centered Instruction. One of the primary factors contributing to the effectiveness of the communicative approach is its learner-centered nature. Learners are actively involved in the learning process, participating in discussions, role plays, problem-solving tasks, and collaborative activities. This active engagement increases motivation and creates opportunities for meaningful language use.

Meaningful Interaction and Communication. Effective communicative language teaching relies on frequent and purposeful interaction. Pair and group work, information-gap activities, and communicative tasks encourage learners to negotiate meaning, express ideas, and respond to others. Such interaction supports the development of fluency and pragmatic competence.

Authentic Materials and Real-Life Contexts. The use of authentic materials, such as newspapers, videos, interviews, and real-world scenarios, enhances the relevance of language learning. Authenticity exposes learners to natural language use and helps bridge the gap between classroom learning and real-life communication. This factor significantly increases the practical value of language instruction.

Integration of Language Skills. The communicative approach promotes the integrated development of listening, speaking, reading, and writing skills. Communicative tasks often require learners to combine multiple skills

simultaneously, reflecting real communicative situations. This integration contributes to a more holistic development of language competence.

The Role of the Teacher. In the communicative classroom, the teacher acts primarily as a facilitator, organizer, and guide. Rather than dominating classroom discourse, the teacher creates communicative opportunities, provides feedback, and supports learners' language development. Effective teacher facilitation is essential for maintaining a balance between fluency and accuracy.

Despite its advantages, the communicative approach faces several challenges. Large class sizes, limited instructional time, exam-oriented curricula, and insufficient teacher training may hinder effective implementation. Additionally, learners with low proficiency levels may experience difficulties participating in communicative activities without adequate scaffolding.

To address these challenges, teachers should adapt communicative techniques to their specific teaching contexts, gradually increasing task complexity and providing linguistic support. Assessment practices should also align with communicative objectives, focusing on functional language use rather than solely on grammatical accuracy.

Conclusion. The communicative approach remains a highly effective methodology in language teaching when supported by appropriate pedagogical conditions. Its effectiveness depends on factors such as learner-centered instruction, meaningful interaction, authenticity, skill integration, and the teacher's facilitative role. By addressing contextual challenges and implementing communicative principles thoughtfully, educators can enhance learners' communicative competence and prepare them for successful real-world language use. Future research should focus on empirical studies examining the interaction between these factors across diverse educational settings.

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