

TEACHING BUSINESS TERMS THROUGH TPR METHOD FOR ESP – LEARNERS

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Abstract: Teaching English for Specific Purposes (ESP) is a specialized area of English language instruction, which focuses on teaching English to non-native speakers with specific career or professional goals, such as business professionals. One innovative approach to teaching ESP, particularly business terms, is the Total Physical Response (TPR) method. This article delves into the use of TPR for teaching business terminologies to ESP learners, exploring its benefits, strategies, and implementation.

Key words: Business world, ESP, TPR, Contextualization, Technical English.

Annotatsiya: ingliz tilini ma'lum maqsadlar uchun o'qitish (ESP)-bu ingliz tilini o'qitishning ixtisoslashgan sohasi bo'lib, u ingliz tilini ona tilida so'zlashmaydiganlarga, masalan, biznes mutaxassislari kabi aniq martaba yoki kasbiy maqsadlarga o'rgatishga qaratilgan. ESPni, xususan, biznes shartlarini o'qitishda innovatsion yondashuvlardan biri bu umumiy jismoniy javob (TPR) usuli. Ushbu maqola ESP o'quvchilariga biznes terminologiyalarini o'rgatish, uning afzalliklari, strategiyalari va amalga oshirilishini o'rganish uchun TPRDAN foydalanishni o'rganadi.

Kalit so'zlar: Ish dunyosi, ESP, TPR, Kontekstualizatsiya, texnik ingliz tili.

Аннотация: Преподавание английского языка для конкретных целей (ESP) - это специализированная область преподавания английского языка, которая фокусируется на обучении английскому языку лиц, не являющихся носителями языка, с конкретными карьерными или профессиональными целями, такими как профессионалы бизнеса. Одним из инновационных подходов к обучению ESP, в частности бизнес-терминам, является метод полного физического реагирования (TPR).

В этой статье рассматривается использование TPR для обучения бизнес-терминологии учащихся ESP, рассматриваются его преимущества, стратегии и реализация.

Ключевые слова: Деловой мир, ESP, TPR, Контекстуализация, Технический английский.

In the era of globalization, the ability to communicate effectively in English is more important than ever. This is especially true in the business world, where English is often the official language. However, not all English learners have the same needs. Some may need English for travel, others for academic purposes, and still others for specific professional fields. This is where English for Specific Purposes (ESP) comes into play.

ESP is a branch of English language teaching that focuses on meeting the specific needs of English learners. It includes various categories, such as Business English, Technical English, and Academic English, among others. This book focuses on Business English, particularly on teaching business terms.

Teaching business terms to ESP learners can be challenging due to the specialized nature of the vocabulary. However, innovative teaching methods can make the process more effective and enjoyable. One such method is the Total Physical Response (TPR) method.

Dr. James Asher developed the total physical response methodology at San Jose State University in California.¹ It is based on the premise that the human brain has a natural way of learning languages that is similar to the way it learns other skills like walking or eating. By involving students physically in the learning process, TPR aims to help them internalize the language more effectively.

English for Specific Purposes (ESP) is a learner-centered approach to teaching English that focuses on developing the specific skills and language needed by the learners. It is based on the idea that English language learners have different needs and goals, and therefore, the language instruction should be tailored to meet these specific needs.

Another question that arises when discussing the issue of teaching ESP is how much vocabulary should be taught during the ESP course. The truth is that the technical vocabulary of any language is so vast and complex that no course whatsoever will be able to cover it. There is not an ideal number of new words to teach per lesson. The volume of words an ESP

¹ <https://medium.com/oetjobs/guide-total-physical-response-tpr-10ff0766b15b>

teacher decides to teach his/her students during a lesson is closely connected with a number of actors which greatly influence vocabulary acquisition.²

In today's globalized world, the importance of ESP cannot be overstated. Since English is the primary language in many professional fields, the ability to communicate effectively in English is a valuable skill. However, the general English skills taught in traditional English classes may not be sufficient for professional communication. This is where ESP comes in. ESP courses are designed to teach the specific language skills needed in a particular professional field. For example, a Business English course will focus on teaching the language skills needed for business communication, such as writing business letters, making presentations, and understanding business terms.

There are various types of ESP, each catering to a different professional field. Some of the common types of ESP include:

- Business English: This is perhaps the most common type of ESP. It focuses on teaching the language skills needed for business communication.

- Technical English: This type of ESP is designed for professionals in technical fields, such as engineering or IT. It focuses on teaching the technical vocabulary and language skills needed in these fields.

- Academic English: This type of ESP is designed for students who need English for academic purposes, such as studying in an English-speaking country.

- Medical English: This type of ESP is designed for healthcare professionals. It focuses on teaching the medical vocabulary and language skills needed in the healthcare field.

The Total Physical Response (TPR) method is a language teaching method developed by Dr. James Asher, a professor of psychology at San Jose State University. It is based on the premise that the human brain has a natural way of learning languages that is similar to the way it learns other skills like walking or eating.

According to Asher, language learning is a process of internalizing language patterns through physical responses. In other words, by physically acting out the language, learners can better understand and remember the language.

In a TPR classroom, the teacher gives commands in the target language, and the students respond by performing the actions. For example, if the teacher says "Open your

² THE ROLE OF VOCABULARY IN ESP TEACHING (2018)

book," the students will open their books. This way, the students are actively involved in the learning process, which makes the learning more effective and enjoyable.³

There are several benefits of using the TPR method in language teaching:

- Engagement: TPR involves students physically in the learning process, which makes the learning more engaging and fun.

- Retention: By physically acting out the language, students can better remember the language.

- Comprehension: TPR helps students understand the meaning of the language by associating it with physical actions.

- Stress-free environment: TPR creates a stress-free learning environment, as it does not put pressure on students to produce the language. Instead, it focuses on understanding and internalizing the language.

Business terms are an integral part of Business English, which is a category of English for Specific Purposes (ESP). These terms refer to the vocabulary related to various aspects of business, such as management, marketing, finance, and so on. Having a good command of business terms is crucial for effective business communication.⁴

However, teaching business terms to ESP learners can be challenging. One of the main challenges is the specialized nature of the vocabulary. Business terms often have specific meanings that are different from their general English meanings. Moreover, some business terms may be unfamiliar to the learners, especially if they do not have a background in business.

Another challenge is the sheer volume of business terms. There are thousands of business terms, and it is impossible to cover all of them in a course. Therefore, it is important to prioritize the terms that are most relevant and useful for the learners.

Despite these challenges, there are several strategies that can make the teaching of business terms more effective:

³ Asher, J. J. (1966). The Total Physical Response Approach to Second Language Learning. *The Modern Language Journal*, 50(2),

⁴ Brown, H. D., & Lee, H. (2015). *Teaching by Principles: An Interactive Approach to Language Pedagogy*. Pearson Education.

- Contextualization: Teaching business terms in context can help learners understand the meaning and usage of the terms. This can be done through authentic materials, such as business articles, case studies, and videos.

- Visual aids: Visual aids, such as diagrams and charts, can help learners understand and remember the terms.

- Practice: Providing ample opportunities for practice is crucial for learning business terms. This can be done through activities, such as role-plays, discussions, and presentations.

- Review and reinforcement: Regular review and reinforcement can help learners remember the terms. This can be done through quizzes, flashcards, and revision activities.

In conclusion, English for Specific Purposes (ESP) is a vital tool in the contemporary world, especially in the context of globalization and international business interactions. ESP acknowledges the diverse needs of English learners and tailors language instruction to meet those specific requirements. Within ESP, teaching business terms holds particular significance, given the essential role of effective communication in professional settings.

In the ever-evolving landscape of global business, proficiency in English, particularly in specialized areas, continues to be a valuable asset. ESP serves as a bridge, connecting learners with the language skills they need to thrive in their professional endeavors. As such, the ongoing development and refinement of ESP methodologies remain essential in preparing individuals for the demands of today's interconnected world.

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