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**COMMUNICATIVE CULTURE
IN LANGUAGE TEACHING METHODOLOGY
(BASED ON TEACHING THE AZERBAIJANI LANGUAGE)**

Abstract: *the article examines the role and importance of communicative culture in the methodology of teaching the Azerbaijani language. The purpose of this article is to examine the theoretical foundations of communicative culture in language education, analyze current research and offer recommendations for teaching. It is established that in the context of globalization and intensive intercultural interaction, language knowledge is no longer limited to grammar and vocabulary – it is important to have a communicative culture, that is, the ability to use language correctly and ethically in real social contexts. The communicative culture of a person includes knowledge of norms and styles of speech behavior, the ability to make statements, take into account the context and the interlocutor. It is closely related to the concept of communicative competence and intercultural competence.*

Keywords: *communicative culture, methodology, language teaching, language education, learning the Azerbaijani language, knowledge, skills, abilities.*

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**КОММУНИКАТИВНАЯ КУЛЬТУРА
В МЕТОДИКЕ ОБУЧЕНИЯ ЯЗЫКАМ (НА МАТЕРИАЛЕ
ПРЕПОДАВАНИЯ АЗЕРБАЙДЖАНСКОГО ЯЗЫКА)**

Аннотация: *в статье рассматривается роль и значение коммуникативной культуры в методике обучения азербайджанскому языку. Цель данной*

статьи – рассмотреть теоретические основы коммуникативной культуры в языковом образовании, проанализировать современные исследования и предложить рекомендации по преподаванию. Устанавливается, что в условиях глобализации и интенсивного межкультурного взаимодействия знание языка больше не ограничивается грамматикой и словарным запасом – важно обладать коммуникативной культурой, то есть способностью правильно и этично использовать язык в реальных социальных контекстах. Коммуникативная культура человека включает в себя знание норм и стилей речевого поведения, умение составлять высказывания, учитывать контекст и собеседника. Это тесно связано с понятиями коммуникативной компетентности и межкультурной компетенции.

Ключевые слова: коммуникативная культура, методика, обучение языку, языковое образование, изучение азербайджанского языка, знания, умения, навыки.

Culture is a fundamental element of social life. It provides society, social groups, and individuals with standardized ways of organizing behavior, shaping their thoughts, emotions, and values. Long-term cultural mechanisms make it possible to dynamize social practice, update traditions, norms of behavior and activity, and abandon outdated norms and traditions. Communication is an important indicator of speech culture, that is, one of the main functions of speech, facilitating communication between people and creating a solid foundation for establishing understandable and sincere relationships between them. In this context, teaching the Azerbaijani language plays a special role. The culture of oral speech, the styles of everyday speech, the way people understand and communicate with each other, songs, performances, and even ordinary telephone conversations play an important role in language development.

A communicative culture is a set of knowledge, skills, and norms of speech behavior that ensure effective, ethical, and informed interaction between people in various social situations. The formation of communication ethics among people, which is an integral part of moral education, and the instilling in them the norms of speech etiquette is an important task facing parents, educators, and teachers. This system,

which covers all levels of language (phonetic, lexical, morphological, syntactic), creates and maintains polite relations between participants in communication.

Modern research highlights the importance of intercultural communication competence (ICC) as a bridge between language and culture: language learning is accompanied by the development of skills for interpreting cultural differences and flexibility [1].

The Communicative Language Teaching (CLT) approach focuses on the use of language in real-world situations. However, a purely communicative approach without a cultural dimension is limited.

Researchers emphasize the need to include cultural context and translanguaging [2].

Teaching the Azerbaijani language contributes to the development of oral and written speech, the formation of national identity and culture of communication. In the process of communicative learning, students gradually learn independence and develop a desire for free thinking.

The purpose of communicative learning is to develop students' communicative competencies through appropriate exercises. This allows students to develop not only linguistic, but also socio-cultural skills.

Experimental studies show that communicative learning increases motivation and speech skills, but it faces difficulties: lack of time, unpreparedness of teachers, and resistance from students.

The style of pedagogical communication largely determines the effectiveness of students' mastery of subject knowledge and skills, influences the culture of interpersonal relations, and creates an appropriate moral and psychological climate for the educational process [3, p. 205].

To form a communicative culture in the process of teaching the Azerbaijani language, one can use:

- role-playing games, such as «At the Azerbaijani bazaar» or «Visiting a friend», where students practice the norms of polite communication;
- project work – essays, interviews and presentations on the topics «My family», «My Homeland», «Azerbaijani traditions»;

- analysis of proverbs and aphorisms reflecting the moral and ethical values of the people;

- dramatizations of literary works that form the expressiveness of speech and understanding of the cultural context.

Through language learning, students learn the norms of morality, rules of etiquette and forms of polite communication. Communicative culture is becoming an integral part of moral and patriotic upbringing. Thus, an Azerbaijani language teacher should be not only a carrier of knowledge, but also a cultural mediator who fosters respect for the national culture and linguistic heritage.

Practical significance and recommendations.

1. Integration of cultural content: introduce themes of culture, norms of behavior and differences through authentic materials.

2. The use of role-playing games and dialogues: simulation of real communication situations.

3. Project work and international cooperation: online exchange, tele-cooperation.

4. Teaching intercultural strategies: error analysis, reflection, discussion of stereotypes.

5. Teacher training: advanced training and development of intercultural competencies.

6. Individualization of learning: taking into account the cultural and personal experience of students

The formation of a communicative culture in the process of teaching the Azerbaijani language is a complex pedagogical process aimed at developing a personality capable of cultural, tolerant and competent interaction. The task of a modern teacher is not only to teach how to speak a language, but also to educate a person who is aware of its spiritual and cultural value. Communicative culture becomes the basis of harmonious interaction in a multicultural society.

Communicative culture in language teaching is a fundamental component of the educational process.

It forms students' ability to use language as a tool for real interaction. Modern research highlights the importance of the intercultural dimension and the need to integrate cultural aspects into the learning process.

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