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PEDAGOGICAL APPROACHES TO STRENGTHENING MOTIVATION IN FOREIGN LANGUAGE LEARNING

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Motivation is a multidimensional construct encompassing both intrinsic and extrinsic factors that influence learning behavior. Intrinsic motivation is associated with interest, enjoyment, and curiosity, whereas extrinsic motivation is driven by grades, rewards, and professional prospects. According to Dörnyei [2], students' motivation largely depends on their "Ideal L2 Self." Self-determination theory emphasizes the importance of autonomy, competence, and social relatedness in fostering sustained motivation.

Enhancing students' motivation to learn a foreign language requires a comprehensive approach that combines modern technologies, learner-centered instruction, and psychological support. The effectiveness of such an approach is ensured through the implementation of several interrelated strategies [3].

1. Integration of digital technologies. The use of online platforms (Moodle, Google Classroom), mobile applications (Quizlet, Duolingo), and interactive tools (Kahoot, Mentimeter) increases engagement and provides immediate feedback. Gamification elements such as points, rankings, and badges enhance interest and stimulate self-development. Digital tools also promote learner autonomy and responsibility for academic outcomes.

2. Communicative and task-based approaches. Language instruction should be closely connected to real-life and professional contexts. Effective activities include role-plays ("Job Interview"), discussions and debates ("For and Against Online Education"), project-based tasks ("My Dream Career"), case studies ("Solving a Workplace Conflict"), presentations ("Innovations in My Field"), and simulations of international meetings. Such tasks foster communicative competence, critical thinking, reduce language anxiety, and build confidence [4].

3. *Personalized learning pathways.* Personalization involves considering students' proficiency levels, learning pace, and professional interests. This can be achieved through differentiated tasks, individual learning goals, adaptive digital resources, and flexible assessment formats (tests, presentations, video projects). Profession-oriented projects aligned with students' majors significantly enhance intrinsic motivation and reduce academic stress.

4. *Emotional and psychological support.* A supportive classroom atmosphere, formative assessment, and constructive feedback help reduce fear of mistakes. Activities such as "No-Mistakes Zone," "Two Stars and a Wish," reflective exercises ("My Learning Success Today"), progress tracking, and self-assessment checklists strengthen self-confidence and promote self-regulation. These practices contribute to sustained motivation and active participation.

5. *Integration of cultural components.* Introducing cultural aspects through authentic materials (films, podcasts, songs, articles) and participation in international online projects or virtual exchanges fosters intercultural competence and increases students' emotional engagement.

In conclusion, the combination of digital tools, practice-oriented tasks, personalized instruction, and psychological support creates favorable conditions for developing intrinsic motivation and improving learning outcomes.

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