

VOLUME II | ISSUE 3 | MAY-JUNE

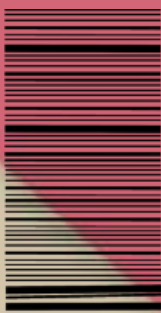
2024

SPECIAL ISSUE

Journal of Pedagogical  
and  
Psychological Studies

ПЕДАГОГИЧЕСКИЕ И ПСИХОЛОГИЧЕСКИЕ ИССЛЕДОВАНИЯ  
ПЕДАГОГИК ВА ПСИХОЛОГИК ТАДҚИҚОТЛАР

ISSN: 2181-4066



Available online at [www.imfaktor.com](http://www.imfaktor.com)



ISSN: 2181-4066

DOI Journal 10.56017/2181-4066

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II-ЖИЛД, 3 СОН

ПСИХОЛОГИЧЕСКИХ И ПЕДАГОГИЧЕСКИХ  
ИССЛЕДОВАНИЙ

ТОМ-II, НОМЕР 3

PEDAGOGICAL AND PSYCHOLOGICAL STUDIES

VOLUME-II, ISSUE 3

TOSHKENT - 2024

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№ 3 (2024) DOI <http://dx.doi.org/10.56017/2181-4066-2024-3>

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*“Педагогик ва психологик тадқиқотлар” журнали 6 та халқаро маълумотлар базаларида индексланган бўлиб, жорий йил учун UIF 2023 = 8.2 “импакт-фактор” кўрсаткичига эга. Ўзбекистон Республикаси Олий таълим, фан ва инновациялар вазирлиги ҳузуридаги Олий аттестация комиссиясининг 2023 йил 24 июлдаги 01-02/1199-сонли хатига мувофиқ ушбу журналда чоп этилган мақолалар хорижий мақолалар сифатида тан олинади.*

**Таҳририят манзили:** Тошкент шаҳар, Учтепа тумани, “Ватан” МФЙ, Чилонзор  
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<https://doi.org/10.5281/zenodo.12158865>

## USING THE ASSOCIATION METHOD IN TEACHING ESP VOCABULARY

### ANNOTATION

English for Specific Purposes (ESP) is a branch of language education that focuses on teaching English tailored to specific fields such as business, medicine, engineering, or aviation. One of the critical challenges in ESP is vocabulary acquisition, as learners need to master specialized terminology that is often complex and extensive. The association method, which links new vocabulary to familiar concepts or experiences, can be particularly effective in this context.

**Key words:** visual imagery, corporate strategy, semantic mapping, merger, analogies, metaphors, mnemonics, contextualization.

## ASSOTSIATSIYA USULIDAN FOYDALANISH MAXSUS ESP TRENINGIDA

### ANNOTATSIYA

Maxsus maqsadlar uchun ingliz tili (ESP) ta'limi sohasi bo'lib, u biznes, tibbiyot, muhandislik yoki aviatsiya kabi muayyan sohalarga moslashtirilgan ingliz tilini o'rgatishga qaratilgan. ESPdagi muhim muammolardan biri bu so'z boyligini o'zlashtirishdir, chunki o'quvchilar ko'pincha murakkab va keng qamrovli bo'lgan maxsus atamalarni o'zlashtirishlari kerak. Yangi lug'atni tanish tushunchalar yoki tajribalar bilan bog'laydigan assotsiatsiya usuli bu kontekstda ayniqsa samarali bo'lishi mumkin.

**Kalit so'zlar:** vizual tasvir, korporativ strategiya, semantik xaritalash, birlashish, analogiya, metafora, mnemonika, kontekstualizatsiya.

## ИСПОЛЬЗОВАНИЕ МЕТОДА АССОЦИАЦИЙ ПРИ ОБУЧЕНИИ СПЕЦИАЛЬНОЙ ESP

### АННОТАЦИЯ

Английский для специальных целей (ESP) — это отрасль языкового образования, которая фокусируется на преподавании английского языка с учетом конкретных областей, таких как бизнес, медицина, инженерное дело или авиация. Одной из важнейших задач ESP является приобретение словарного запаса, поскольку учащимся необходимо освоить специализированную терминологию, которая зачастую сложна и обширна. Метод ассоциаций, который связывает новый словарный запас со знакомыми понятиями или опытом, может быть особенно эффективным в этом контексте.

**Ключевые слова:** визуальная образность, корпоративная стратегия, семантическое картирование, слияние, аналогии, метафоры, мнемоника, контекстуализация.

### *Introduction*

In the realm of language education, effective vocabulary acquisition forms a cornerstone of proficiency. Among the myriad strategies employed to enhance learning, the association method stands out as a powerful tool. By linking new words to familiar concepts or experiences, this approach leverages cognitive processes that facilitate deeper understanding and retention. This article explores the principles and practical applications of the association method in teaching English vocabulary. Through examining its theoretical foundations, exploring diverse implementation techniques, and highlighting its benefits, educators can glean insights into how to harness this method effectively in the classroom. Ultimately, mastering vocabulary through association not only enriches linguistic competence but also fosters a more intuitive and integrated approach to language learning [1, 2, 3].

The association method is a mnemonic technique that helps learners remember new information by connecting it to something they already know. This can involve various strategies, such as:

- **Visual Imagery:** Creating mental images that link new words to known concepts. Instructors can encourage students to create mental images or use visual aids. For instance, in a medical ESP class, the term "myocardial infarction" can be linked to an image of a heart (myocardium) with a blocked artery (infarction). Drawing or visualizing this can help students remember the term and its meaning.

Visual imagery is a powerful tool in teaching English vocabulary, as it leverages the brain's ability to remember and associate images with words. By presenting new vocabulary alongside relevant pictures or symbols, educators can enhance comprehension and retention. For example, when teaching the word "mountain," showing a picture of a mountain helps students link the word to its meaning more effectively than text alone. Visual aids cater to visual learners and make abstract or complex words more concrete and understandable. Moreover, integrating visual imagery in lessons can make learning more engaging and enjoyable, fostering a deeper connection with the language and encouraging active participation.

- **Semantic Mapping:** Drawing diagrams that show the relationships between new vocabulary and existing knowledge. Teachers can use semantic maps to show relationships between new ESP vocabulary and existing knowledge. For example, in a business English class, a semantic map could connect the term "merger" to related concepts such as "acquisition," "partnership," and "corporate strategy." This visual representation helps students see how new vocabulary fits into a broader context.

Semantic mapping is a highly effective strategy for teaching English vocabulary, as it helps students visually organize and relate new words to their existing knowledge. This technique involves creating a diagram that connects a central word to related words, concepts, or categories, facilitating a deeper understanding of vocabulary in context. For instance, when teaching the word "ecosystem," a semantic map might include branches to words like "plants," "animals," "climate," and "habitat," illustrating how these terms interconnect. This visual representation aids in memory retention by providing a structured framework that students can easily recall. Additionally, semantic mapping encourages active learning and critical thinking, as students must analyze relationships between words, thereby enhancing their overall language proficiency.

- **Analogies and Metaphors:** Using comparisons to relate new terms to familiar ideas. Using analogies and metaphors can make complex terms more accessible. In an engineering ESP course, the concept of "stress" in materials can be explained through the analogy of stress in humans, drawing parallels between physical forces on materials and psychological pressure on people.

Analogies and metaphors are invaluable tools in teaching English vocabulary as they provide vivid comparisons that enhance understanding and retention. Analogies draw parallels between unfamiliar words and familiar concepts, making abstract ideas more tangible. For example, explaining the word "metaphor" as a "bridge that connects two different ideas" helps students grasp its function in language more effectively.

Metaphors, on the other hand, directly liken one thing to another to illustrate a particular quality or attribute. For instance, describing someone as "bright as a diamond" vividly conveys the idea of intelligence or brilliance. Both techniques encourage creativity and critical thinking by prompting students to explore the nuances of word meanings and relationships. They also enrich language skills by offering deeper insights into vocabulary usage beyond literal definitions, thereby fostering a more profound appreciation for linguistic diversity.

- **Contextualization:** Placing new vocabulary within meaningful and relevant contexts. Placing new vocabulary within relevant and practical contexts is crucial. Role-playing scenarios, case studies, and simulations allow students to use new terms in real-world situations. For instance, aviation students might practice using terms like "altimeter" and "airspeed indicator" during simulated flight exercises.

Contextualization is a fundamental approach in teaching English vocabulary that involves presenting words within meaningful and relevant contexts. This method enhances comprehension by demonstrating how words are used naturally in sentences, conversations, or texts. For example, instead of simply defining the word "melancholy," a teacher might provide sentences from literature where the word appears, allowing students to infer its meaning from the surrounding text. Contextualization helps learners understand not only the denotative (literal) meaning of words but also their connotations and appropriate usage. By encountering vocabulary in authentic contexts, students grasp nuances, idiomatic expressions, and collocations, which are crucial for fluency and communication. Moreover, contextualization fosters language acquisition by immersing students in real-world applications, making learning more engaging and practical. It encourages active engagement with language, enabling students to infer meaning from context and develop stronger language skills overall [4].

ESP vocabulary often includes terms that are not part of general English. These words can be technical, abstract, and context-specific, making them difficult to learn through rote memorization. The association method addresses these challenges by:

1. **Enhancing Memory Retention:** Associating new words with familiar concepts helps embed them in long-term memory.

Enhancing memory retention in teaching English vocabulary involves employing various effective strategies that cater to different learning styles and cognitive processes. One key strategy is repetition, where learners encounter new words multiple times through activities like flashcards, games, and practice exercises. Another effective method is association, linking new vocabulary to familiar concepts, images, or personal experiences, which aids in making connections and reinforcing memory.

Mnemonics, such as acronyms or rhymes, can also help learners recall vocabulary more easily. Additionally, providing meaningful contexts for vocabulary usage through stories, real-life examples, or role-playing scenarios enhances retention by embedding words in relevant situations. Regular review and spaced repetition further solidify memory by reinforcing learning over time. Finally, creating a supportive and engaging learning environment encourages motivation and active participation, which are essential for long-term memory retention in language acquisition. By integrating these strategies thoughtfully, educators can significantly boost students' ability to remember and effectively use English vocabulary.

2. **Facilitating Understanding:** By linking new vocabulary to known ideas, learners can grasp meanings more intuitively.

Facilitating understanding in teaching English vocabulary involves employing a range of instructional techniques and strategies to ensure clarity and comprehension among learners. Firstly, it's crucial to provide clear definitions of new words, using simple language and examples that resonate with students' experiences. Visual aids such as images, diagrams, or videos can further elucidate meanings and contexts, making abstract concepts more concrete. Contextualization plays a vital role by demonstrating how words are used in sentences or texts, showing their practical application and nuances [5].

Engaging students in active learning through discussions, activities, or games encourages them to explore vocabulary in diverse contexts and reinforces understanding. Encouraging questions and providing feedback also fosters a supportive learning environment where uncertainties can be addressed promptly, promoting deeper comprehension. Finally, connecting new vocabulary to students' interests, prior knowledge, and real-life situations enhances relevance and motivates learning. By integrating these strategies effectively, educators can facilitate a thorough understanding of English vocabulary among their students.

**3. Improving Recall:** Associations provide mental cues that make it easier to retrieve new words when needed.

Improving recall in teaching English vocabulary involves implementing strategies that optimize memory retrieval and retention. One effective approach is spaced repetition, where learners revisit vocabulary at increasing intervals to reinforce memory over time. This technique leverages the spacing effect, which suggests that information reviewed at intervals is retained better than massed practice.

Additionally, employing mnemonic devices such as acronyms, rhymes, or vivid imagery helps students associate new words with memorable cues, facilitating easier recall. Integrating frequent review sessions and interactive activities like quizzes, games, or storytelling engages learners actively and reinforces vocabulary retention through practice. Providing varied contexts for vocabulary use—such as in conversations, writing tasks, or real-world scenarios—also strengthens recall by embedding words in different contexts and applications. Finally, encouraging self-testing and self-monitoring of learning progress empowers students to assess their own recall abilities and focus on areas needing improvement. By combining these strategies thoughtfully, educators can enhance students' ability to recall and effectively use English vocabulary in diverse contexts.

#### Practical Activities for ESP Vocabulary Teaching

1. Flashcards with Associations: Create flashcards that not only have the word and definition but also include an associated image or a sentence that uses the word in a familiar context.
2. Mind Mapping Sessions: Conduct regular sessions where students create mind maps for new vocabulary, linking it to previously learned terms and concepts.
3. Group Discussions: Facilitate group discussions where students explain new terms to each other using analogies and associations.
4. Interactive Simulations: Use software or physical simulations that require the application of new vocabulary in context, reinforcing learning through practice.

#### Conclusion

The association method is a powerful tool for teaching ESP vocabulary, making specialized terms more understandable and memorable. By leveraging familiar concepts and contexts, instructors can enhance students' retention and recall of complex vocabulary, ultimately improving their proficiency in their specific fields. Implementing visual imagery, semantic mapping, analogies, and contextualization can transform the way students learn and use ESP vocabulary, leading to more effective and engaging language education.

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ISSN: 2181-4066  
DOI Journal 10.56017/2181-4066

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PEDAGOGICAL AND PSYCHOLOGICAL STUDIES

VOLUME-II, ISSUE 3

«Педагогик ва психологик тадқиқотлар» электрон журнали 2022 йил 22 декабрь куни № 054834-сонли гувоҳнома билан оммавий ахборот воситаси сифатида давлат рўйхатидан ўтказилган.

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