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skills, and provides a deeper understanding of the culture associated with the language. By incorporating videos into lessons, teachers can create a dynamic and engaging learning environment that motivates students to achieve their language goals. All video resources presuppose active teaching. Materials alone don't teach - teachers do. The effectiveness of the use of video resources for teaching foreign languages depends both on the precise determination of its place in the educational system and on how efficiently the structure of the video lessons is organised.

Authentic video materials have great potential for solving learning and educational tasks when properly organized by teachers. With very informative material, they create an atmosphere of real linguistic communication and are able to ensure the successful perception of foreign speech by non-native speakers, and increase the motivation of students to study a foreign language.

The effectiveness of using a video film depends not only on the exact definition of its place in the training system, but also on how well the structure of the session is organized and how the training possibilities of the video film with the learning objectives are coordinated.

The introduction of video materials in teaching considerably diversifies the process of perception and processing of information. Video can help in promoting the language learners' listening comprehension also. The structure of language is in the form of ungrammatical features that are not similar to the written language, which can enhance learners' comprehension as well as entertaining them. The connection between the classroom and real world encourage students to understand the relationship between learning and practicing.

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ENHANCING LANGUAGE PROFICIENCY: APPROACHES TO TEACHING PHRASEOLOGY

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Abstract: Phraseology plays a crucial role in language learning, as phraseological units (PUs) enhance communicative competence and cultural awareness. However, teaching phraseology to students of non-linguistic specialties presents unique challenges. This paper explores effective tools and strategies for teaching phraseological units to these students, considering their specific learning needs and professional applications. By integrating technological, cognitive, and contextual approaches, educators can facilitate the acquisition and retention of phraseological units, ultimately improving students' language proficiency.

Key words: phraseology, phraseological units, non-linguistic specialties, approaches, language proficiency.

Аннотация: Фразеология играет решающую роль в изучении языка, поскольку фразеологические единицы (ФЕ) повышают коммуникативную компетентность и культурную осведомленность. Однако преподавание фразеологии студентам неязыковых специальностей представляет уникальные вызовы. В этой статье рассматриваются эффективные инструменты и стратегии обучения фразеологических единиц этим студентам с учетом их конкретных потребностей в обучении и профессиональных применений. Интегрируя технологические, когнитивные и контекстуальные подходы, педагоги могут способствовать приобретению и сохранению фразеологических единиц, в конечном итоге улучшая знание языка учащимися.

Ключевые слова: фразеология, фразеологические единицы, неязыковые специальности, подходы, владение языком.

Андатпа: Фразеология тілді үйренуде шешуші рөл атқарады, өйткені фразеологиялық бірліктер (ФБ) коммуникативтік құзыреттілік пен мәдени хабардарлықты арттырады. Алайда, тілдік емес мамандықтардың студенттеріне фразеологияны оқыту бірегей сын-қатерлер тудырады. Бұл мақалада фразеологиялық бірліктерді оқытудағы тиімді құралдар мен стратегиялар қарастырылады. Технологиялық, когнитивтік және контекстуалдық тәсілдерді ықпалдастыра отырып, педагогтер оқушылардың тілді білуін жақсартып, фразеологиялық бірліктерді алуға және сақтауға ықпал ете алады.

Түйінді сөздер: фразеология, фразеологиялық бірліктер, тілдік емес мамандықтар, тәсілдер, тілді меңгеру.

Language and culture belong to the most important concepts of humanitarian knowledge. The language as a "mirror of culture" reflects not only the world surrounding a person and the conditions of his life, but also the social identity of the people, his mentality, national character, traditions, customs, morality, value system. Language is the ideal side of expression and the subject of cultural history.

Phraseological units play an important role in modeling the image of reality by means of language. It is in them that cultural and ethnic linguistic stereotypes are fully and convincingly manifested, reflecting the specifics of the national mentality and the individual worldview of the speakers. So, in linguoculturology, the concept of the phraseological picture of the world is formed as the most stable, in fact, the basic part of the linguistic picture of the world of personality.

Phraseologisms in the process of development of society are replenished rather slowly, the process from education, as a rule, has a long length. The core of phraseological units in any language are units of older origin, most often with a lost, blurred (phraseological fusions) or transparent (phraseological unity) internal form. They are a "naive" reflection of the world at the level of everyday consciousness. Situations fixed in stable turns become stereotypes of human behavior due to national worldview.

The picture of the world described by means of phraseology in each language appears to be a strict system of speech turns that perform certain functions in describing the realities of the surrounding reality. There is a phraseological system of language, which is "a form of reflection in the minds of native speakers of objective reality, the systemic relations of the world of realities itself" [1].

Phraseology is a vital aspect of language learning, encompassing idioms, collocations, phrasal verbs, and other fixed expressions that enrich communication. While linguistic students typically receive extensive training in phraseology, non-linguistic specialties students often lack systematic exposure to these units. Their language learning priorities are typically oriented toward professional communication rather than linguistic intricacies. Therefore, tailored pedagogical approaches are necessary to ensure their effective learning and application of phraseological units.

The Importance of Teaching Phraseological Units: Phraseological competence contributes significantly to fluency, accuracy, and comprehension in language use. The benefits include:

1. Enhanced Communication Skills – Mastery of phraseological units allows students to communicate more naturally and effectively.
2. Cultural Competence – Many phraseological units carry cultural connotations, enriching students' intercultural understanding.
3. Professional Application – In specialized fields, phraseological units are crucial for understanding technical and workplace-specific language.

Challenges in Teaching Phraseology to Non-Linguistic Students: Teaching phraseology to students from non-linguistic disciplines presents several challenges:

- Limited Motivation – Students may not see the immediate relevance of phraseological units to their professional goals.
- Cognitive Load – Memorizing idiomatic expressions can be difficult without contextual reinforcement.
- Contextual Variability – Many phraseological units are context-dependent, making them challenging to teach through direct instruction.

Effective Tools and Strategies for Teaching Phraseology: To address these challenges, educators can employ various tools and strategies like: *Technology-Enhanced Learning*:

Digital tools and applications can facilitate the learning of phraseological units:

- Corpora and Concordancers – Tools like COCA (Corpus of Contemporary American English) provide real-world usage examples.
- Mobile Applications – Apps such as Quizlet and Anki help students practice and memorize phraseological units.
- Online Dictionaries and Databases – Resources like the Oxford Collocations Dictionary provide insights into common phraseological structures.

Phraseology and linguoculturology are deeply interconnected, as phraseological units often reflect the cultural and historical background of a language community. Phraseological expressions encapsulate the values, traditions, and worldview of a particular society, making them an essential aspect of linguistic identity. For example, idioms and proverbs frequently originate from historical events, literature, or shared experiences unique to a given culture. Understanding these cultural underpinnings enhances students' ability to use phraseological units appropriately and interpret their deeper meanings, fostering intercultural competence [1].

Moreover, linguoculturology emphasizes the importance of language as a medium of cultural transmission, where phraseology plays a crucial role. Many phraseological units carry metaphorical meanings that stem from cultural symbols and national mentality. For instance, English expressions like “bite the bullet” or “spill the beans” have historical or metaphorical origins that may not be immediately transparent to non-native speakers. By integrating a linguocultural approach into phraseology instruction, educators can provide students with the necessary contextual knowledge to comprehend and use phraseological units effectively, thereby bridging linguistic competence with cultural awareness [2].

In the following article *contextual* learning approaches are discussed: Phraseology is best learned in context rather than isolation:

- Authentic Materials – Using newspaper articles, TED Talks, and industry-specific texts exposes students to phraseological units in meaningful contexts.

- Task-Based Learning (TBL) – Assigning projects or simulations where students use phraseological units in professional scenarios reinforces learning.
- Role-Playing Activities – Creating dialogues that mimic workplace situations encourages practical application.

Cognitive and Mnemonic Techniques: since phraseological units require memorization, *cognitive strategies* can aid retention:

- Chunking – Teaching phraseological units as chunks rather than isolated words facilitates retention.
- Association Techniques – Relating phraseological units to visual imagery or personal experiences helps memory.
- Lexical Priming – Repeated exposure to phraseological units in various contexts strengthens recall.

Gamification and Interactive Learning: engaging students through games and interactive activities enhances motivation:

- ~ Crossword Puzzles and Word Games – Help reinforce phraseological units in a fun and engaging way.
- ~ Online Quizzes and Competitions – Platforms like Kahoot and Quizizz can be used for formative assessment.
- ~ Storytelling and Creative Writing – Encouraging students to create stories incorporating phraseological units fosters deeper understanding.

Comparative and Contrastive Approaches: relating phraseological units to students' native languages enhances comprehension:

- Translation and Paraphrasing Exercises – Help students grasp meaning and usage differences.
- Contrastive Analysis – Highlighting similarities and differences between English phraseology and students' first language improves retention.

Teaching phraseology comes with unique *advantages and disadvantages* that educators must navigate to ensure effective instruction. Some pros could be like:

1. Enhances Language Fluency – Teaching phraseological units helps students sound more natural in their speech and writing.
2. Develops Cultural Awareness – Many PUs have deep cultural meanings that provide insights into native speakers' mindsets.
3. Improves Comprehension Skills – Understanding idiomatic expressions and collocations boosts overall reading and listening comprehension.
4. Encourages Creative Expression – Using phraseological units allows students to express themselves in a more nuanced and expressive way.
5. Supports Professional Communication – Many industries rely on field-specific phraseology, making knowledge of these units beneficial for career development.

And cons are:

1. Difficult to Memorize – Phraseological units often do not follow standard grammatical rules, making them harder to remember.
2. Context-Dependent Usage – Many PUs are used in specific situations, making them difficult to apply correctly in varied contexts.
3. Challenging for Non-Native Learners – Direct translations of PUs may not exist in students' native languages, leading to confusion.
4. Time-Consuming to Teach – Explaining the meanings, origins, and correct usage of phraseological units requires extra instructional time.
5. Risk of Overuse or Misuse – Without proper guidance, students might use phraseological units inappropriately, leading to awkward communication.

Integrating games into phraseology instruction provides an interactive and engaging way for students to acquire and retain phraseological units. Games enhance motivation by making

learning enjoyable, thereby encouraging active participation and reducing the anxiety often associated with traditional rote memorization methods [6]. Additionally, games create a low-stress environment where students can experiment with language use, leading to deeper cognitive processing and better retention of phraseological expressions [4]. By incorporating elements of competition and collaboration, games also improve student engagement and foster peer learning, making the learning process more dynamic and effective.

Moreover, games facilitate contextualized learning by embedding phraseological units within meaningful interactions. Role-playing, word association games, and digital quizzes allow students to encounter phraseological units in various communicative scenarios, reinforcing their understanding and proper usage. This approach aligns with constructivist theories of learning, which emphasize the importance of context in acquiring new knowledge [5]. Furthermore, using games can cater to different learning styles—visual, auditory, and kinesthetic—ensuring a more inclusive learning experience [3]. Thus, incorporating games into phraseology instruction not only enhances linguistic competence but also makes learning more student-centered and engaging.

Here are some engaging classroom games to teach phraseological units:

1. Phraseological Charades – One student acts out a phraseological unit (e.g., "spill the beans"), and the others guess the phrase. This reinforces meaning through movement.
2. Matching Game – Create a set of cards with idioms on one side and meanings on the other. Students match them in pairs.
3. Two Truths and a Lie (Phraseology Edition) – Students write two correct uses of an idiom and one incorrect. Their peers must identify the incorrect usage.
4. Kahoot or Quizizz Competitions – Use these platforms to create interactive quizzes where students identify, complete, or explain phraseological units.
5. Role-Playing – Assign scenarios where students must use specific phraseological units in conversations (e.g., a job interview, a debate, or a business negotiation).
6. Storytelling Chain – One student starts a story using a phraseological unit, and the next continues by incorporating another, building a collaborative narrative.

Teaching phraseology to non-linguistic specialties students requires an adaptive and multi-faceted approach. By incorporating technology, contextual learning, cognitive strategies, gamification, and comparative techniques, educators can enhance students' phraseological competence effectively. These tools not only make learning more engaging but also ensure that students can apply phraseological units in their professional and everyday communication. Future research should explore how specific fields can further tailor phraseology instruction to meet industry-specific language needs.

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