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Обсуждение

Полученные результаты подтверждают важность индивидуализации образовательного процесса. Учителя могут использовать мотивационный профиль для адаптации учебных программ и выбора оптимальных методов преподавания. Персонализированный подход позволяет не только повысить мотивацию, но и улучшить общие образовательные результаты.

Заключение

Исследование мотивационного профиля учащихся демонстрирует, что мотивация является многофакторным процессом, зависящим от личных, социальных и педагогических условий. Применение индивидуализированного подхода может существенно повысить эффективность учебного процесса. В дальнейшем исследование может быть расширено за счет анализа влияния цифровых технологий на мотивацию.

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SPEAKING THROUGH READING: MEDIA DISCOURSE AS THE RESOURCE FOR VARIOUS TOPICS

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Abstract: This article discusses the significance of teaching students to develop Speaking Skills through Reading using digital technologies as the electronic resource “News in Levels”. The research argues, newspaper articles cover a wide range of topics operating as practical and effective tools for English language learners to improve their Speaking Skills.

Key Words: media discourse, digital technologies, Reading, Speaking, Lasswell’s Model of Communication, News in Levels

Түйіндеме: Мақалада студентерге «News in Levels» электрондық ресурсы сияқты цифрлық технологияларды пайдалана отырып, оқу арқылы ауызша сөйлеу дағдыларың дамытуға үйретудің маңыздылығы талқыланады. Зерттеу газет мақалалары тақырыптардың кең ауқымын қамтиды және ағылшын тілін үйренушілер үшін ауызша сөйлеу дағдыларын жақсартудың практикалық және тиімді құралдары болып табылады деп мәлімдейді.

Түйін сөздер: медиа дискурс, цифрлық технологиялар, оқу, сөйлеу, Лассвелдің байланыс моделі, News in Levels

Аннотация: В статье обсуждается значимость обучения студентов развитию навыков устной речи посредством чтения с использованием цифровых технологий, таких как электронный ресурс «News in Levels». В исследовании утверждается, что газетные статьи охватывают широкий спектр тем и являются практическими и эффективными инструментами для улучшения навыков устной речи для изучающих английский язык.

Ключевые слова: медиа дискурс, цифровые технологии, чтение, говорение, Модель коммуникации Лассуэлла, News in Levels

The issue of this article is the media which has been chosen as the focus of the research. The analysis traces the vector from information resources, which are constantly being improved in the 21st century, the golden age of digital technologies. Digital technologies have changed the temporal and spatial aspects of news delivery [1]. It is considered by scientists as a dynamic field that helps people to operate more effectively. In the modern era, the media are associated with the progression of information and pluralism. This view of the problem is based on the fact that the media discourse, specifically the discourse of high-quality electronic media, as a linguistic phenomenon, is a key sources of communication and a dominant factor influencing public opinion.

The relevance and value of any news, whether social or political, is determined by the significance and meaning that the media give to the information in this news. Mass media functions as a platform for the perception and identification of issues related to society as a whole [2]. Undoubtedly, mass media plays a significant role in shaping public consciousness.

The problem under the research is chosen to evaluate the use of newspaper article texts in individual lessons with students. To solve this problem, focus is on the discourse practice through online newspapers. Such format provides a specific media space of electronic versions of newspapers, which demonstrates the transfer of information through a description mode of verbal communication, encoding the continuum of news language operation.

It can be noted that the main function of the media is to provide information to citizens of a society. In this research, the target audience is the first-year non-linguistics students at the L.N. Gumilyov Eurasian National University. Students are asked to read and analyze the texts of an electronic newspaper. Through this process, they gain background knowledge by understanding the context of the newspaper article, which is supported by extralinguistic factors such as semantic cues and supports [3]. These factors contribute to shaping the students' evaluative opinion on information from the text, reflecting the worldview and perspective of a specific national community.

Definitely, the role of a reader/student is significant in interpreting and understanding the meaning of a text, as they bring their own communication and pragmatic background knowledge and experience to the text which can make certain meanings embedded in the text 'to flash' in different ways. This can lead to different interpretations of the text, which may not have been intended by the author of the text. However, these interpretations are limited by the integrity of the text and are complemented by the socio-historical context [4]. The above thesis emphasizes the extreme importance of studying media discourse as a linguistic phenomenon in order to use media texts in individual lessons with students for activities such as *Reading* and *Speaking*.

According to A. Bell, the language used in mass media has long been a topic of interest for linguists, particularly researchers in applied linguistics and sociolinguistics. In addition, linguists who conduct discourse analysis are also concerned with this issue. Practical and fundamental reasons for research interest in this topic include the availability of linguistic data from media sources, the significance of media organizations as language producers, linguistic curiosity about how media use language, and the impact of media institutions and their discourse [5] on shaping student culture. Additionally, exploring the ability to generate diverse ideas while discussing various topics through the lens of media play crucial role in the research.

T.A. van Dijk has contributed significantly to the field of media discourse studies. Analyzing the text and critically interpreting the language used in the media van Dijk regards news

in the press as a specific type of media discourse. Making analysis of news from a qualitative rather than a quantitative perspective T.A. van Dijk developed a discourse-based and analytical approach to the media. The linguist proposed a new interdisciplinary theory of news focusing on the structural aspects of news discourse in the press. More broadly, Dijk conducts case studies of the European press on ethnicity addressing discourse on racism by considering discourse as a complex communication process based on an understanding of the consequences and effects for the recipient in social context [6].

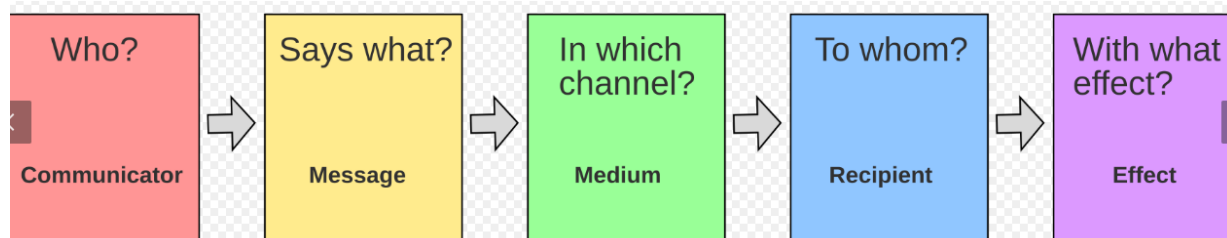
Another scientist in the field of linguistics who wonders how world is represented and how identity and relationships are formed and defined notes that an analysis of media texts can shed light on these issues. Furthermore, these problems can raise the issues of ideology. The ‘Discourse Media Analysis’ approach developed by Fairclough includes three main components: linguistic media analysis (in a broad sense it means text analysis), discourse practices, and socio-cultural practices. Discourse practices refer to the way journalists create media texts and how these texts are perceived by readers, audience, or addressees. Socio-cultural practices are context-based discourse practices that affect economic, political, and broader cultural contexts [7].

An addresser/a journalist is presented as a social actor who creates a form of communication through his texts and interprets reality promoting certain perspectives using linguistic means within the context of the whole text. As a result, various strategies are implemented through the use of typical linguistic units at various levels in order to achieve certain goals or intentions during the process of creating the text [8: 38-59].

Scrutinizing the issue of newspapers, the function of information relevance is considered as a crucial one because newspaper texts provide not only the latest news but at the same time the readers/addressees can comprehend opinions of experts on numerous topics. Therefore, topics diversity includes a wide range of problems. These issues can cover the sphere of politics, economy, culture, sport, science etc. Moreover, media discourse can develop critical thinking of a reader/addressee as discourse of newspapers consists of analytical articles that help the reader/addressee to understand better different social or other events that occur in any society. The discourse of high-quality newspapers is believed as a reliable space. The reliability of information refers to the trustworthiness of texts that are published and adhere to journalistic standards, including verified facts and reliable sources. These are some benefits of using reliable newspaper articles in *Reading* activities with students in individual lessons. Also, reading sources in English can help to enhance language and literacy skills by improving vocabulary and coherent speech. At the same time, exposure to media discourse can also develop general erudition.

To achieve the purpose of the research G. Lasswell’s modern communication model consisting of “5Ws” is examined. This communication model including “5Ws” applies elements that describe the communication process depending on the specific purpose of the scientific work and the type of research being conducted.

Lasswell’s communication model recognized as one of the first and most influential models of communication was originally proposed by Harold Lasswell in 1948, and it analyzes communication through the lens of five key questions: ‘Who?’, ‘Say What?’, ‘In What Channel?’, ‘To Whom?’, and ‘With What Effect?’ [9]. These ‘5Ws’ key questions are demonstrated through the following model.



Picture 1. *Visual presentation of Lasswell's model of communication as a linear transmission model* [10, 11].

As noted by G. Lasswell, on the one hand, it is possible to combine the analysis of the audience and the impact of information. However, on the other hand, a researcher can focus on content analysis and divide the field into two main categories for this purpose: the study of meaning and the study of style. The study of meaning relates to the content of the message, while the study of style relates to how the elements of that message are arranged. Some scientists implement this model and expand it through additional questions and argue that “5Ws” offer fantastic perspective space for development [12].

In this research, the Communication Model of Lasswell was used for individual student tasks. Media is an essential source of information, providing a wide range of topics for intellectual exploration and the acquisition of knowledge by readers/students. The text of media, given the thematic and pragmatic intentions of the addresser, implements a communicative strategy through a multi-functional system, with verbal influence on the addressee being the dominant function.

To achieve the main goal of individual lessons, *News in Levels* has been found to be the most suitable resource for developing *Speaking* through *Reading* (<https://www.newsinlevels.com/>)[13]. *News in Level* performs and demonstrates different levels: from Level 1 to Level 3 reading tasks. Students can find clear instructions on how to complete the tasks.



Picture # 2. *How to use News in Levels instruction?*

<https://www.newsinlevels.com/products/how-to-use-news-in-levels-level-1/>

In order to determine their proficiency, students have the opportunity to take a quick and easy test (https://www.testlanguages.com/?utm_source=PopupDiL). The test only takes about three minutes and consists of two steps. Students are asked to mark words that they know very well. Based on the results of the test, their language level is determined on this platform. This resource is designed to develop vocabulary on different topics and learn more than 3000 words. Additionally, students can improve not only *Reading* and *Speaking* but *Listening* and *Writing* skills.

How to improve your English with News in Levels:



Test

1. Do the test at [Test Languages](#).
2. Go to your level. Go to Level 1 if you know 1-1000 words. Go to Level 2 if you know 1000-2000 words. Go to Level 3 if you know 2000-3000 words.



Reading

1. Read two news articles every day.
2. Read the news articles from the day before and check if you remember all new words.



Listening

1. Listen to the news from today and read the text at the same time.
2. Listen to the news from today without reading the text.



Writing

1. Answer the question under today's news and write the answer in the comments.



Speaking

1. Choose one person from the [Skype section](#).
2. Talk with this person. You can answer questions from [Speak in Levels](#).

Picture # 3. *How to improve your English with News in Level?*

Students can choose a reading task, such as a newspaper article, that suits their level. At the same time, they can listen to the same text if they prefer. For example, if the theme of individual lesson is related to environmental issues, students can find a newspaper article on that topic.

HOME

LEVEL 1

LEVEL 2

LEVEL 3

DAYS

BOOK 1

GRAMMAR

BOOK 2

The world is getting warm fast – level 3



02-04-2025 15:00

Level 1

Level 2

Level 3

Global warming has exceeded 1.5°C for the first time in history, spanning an entire year, as reported by the EU's climate service.

This surpasses the target set by world leaders in 2015 to limit long-term temperature rise. Dr. Meersinger Hobs, a climate researcher, expresses concern over the ongoing temperature increase, emphasizing its significance in ecological stability and food systems. Despite international agreements like the Paris Agreement, extreme weather events worldwide **signal** the urgency of climate action. While some progress is observed, such as the US trillion-dollar investment in climate initiatives and China's renewable energy efforts, Dr. Hobs stresses the need for more substantial action to **mitigate** climate change's **adverse** effects on society.

Difficult words: **signal** (to indicate a situation), **mitigate** (to reduce), **adverse** (harmful).

You can watch the video news lower on this page.



Privacy policy



News in Levels

The world is getting warm fast – level 3

SOUNDCLOUD

Share



1.7K

Picture # 4. *Newspaper article on global warming – Level 3.*

Students are asked to analyze an article on key issues. To carry out this, they should follow a specific method: read the article carefully and then ask yourselves the following questions:

- What is the main idea of the article?

- What arguments does the author provide?
- Is the article objective, or is there emotion or manipulation?
- Which facts can be verified, and where can we look for confirmation?

This kind of analysis helps not only improve *Speaking Skills*, but also develop critical thinking. It is quite beneficial and teaches students how to distinguish between facts and opinions.

In conclusion, the most important point regarding the issue under discussion is that the analysis demonstrates that newspaper articles and various topics covered in these texts are practical, efficient, and effective learning tools for English language learners to develop, enhance, and improve their *Speaking Skills* through *Reading*.

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