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*Developing pragmatic competence in English language teaching: an integrated
approach through writing as a communication tool*

Annotation:

In this article, we will consider writing as an effective tool for developing the pragmatic competence of English language learners. We will propose a comprehensive approach that includes the analysis of writing samples, the study of pragmatic markers, role-playing games, situational tasks and reflection, which will allow students not only to master the language rules, but also to learn how to use language adequately in various communication situations.

Key words: pragmatic competence, methodological techniques, educational materials

Introduction:

In today's world, where globalization and information technology are blurring the boundaries between cultures, language knowledge is becoming not just a communication tool, but also the key to success in various spheres of life. However, language proficiency is not limited to knowledge of grammar and vocabulary. The key aspect is pragmatic competence – the ability to effectively use language in various social contexts, taking into account the characteristics of the



audience, communication goals and cultural norms. Traditional methods of teaching English often focus on the grammatical and lexical aspects of the language, leaving the pragmatic aspect in the background.

Writing as a tool for mastering social norms and cultural characteristics

Writing allows students to comprehend and apply knowledge about social norms, cultural characteristics, context, audience and purpose of the message. Through letters, students can learn a variety of pragmatic markers, learn to form an adequate tone, and choose the appropriate language register.

For example, students can analyze letters of different styles: official letters (letters to authorities, business letters), informal letters (letters to friends and family), letters in different spheres of life (letters of complaint, letters of request). Such an analysis helps students understand how language is used in different contexts and what pragmatic markers are characteristic of each context.

An integrated approach to learning

An integrated approach to the development of pragmatic competence through writing involves a combination of various methodological techniques:

- Analysis of written speech samples: Students analyze authentic letters and learn to recognize the pragmatic features, tone, style and context of the message.
- The study of pragmatic markers: students study various pragmatic markers and learn how to use them correctly in different communication situations.



- Role-playing games: Students play roles in different communication situations, which allows them to apply their knowledge of pragmatic markers and rules of politeness in practice.
- Situational tasks: Students are offered specific communication situations in which they should write a letter, taking into account all the necessary pragmatic factors.
- Reflection: Students analyze their letters, look for mistakes in using pragmatic markers, and develop strategies to improve their pragmatic competence.

Training materials and tools

The development of special educational materials is necessary for the effective development of pragmatic competence.

The use of authentic texts, such as letters, blogs, and articles, helps students immerse themselves in real communication contexts and see pragmatic markers in action.

The involvement of technologies that create an interactive learning environment, for example, online platforms for communication and writing, increases the motivation of students and makes the learning process more lively and interesting.

Example of a training assignment

Imagine that you want to apply for a scholarship. Write a letter to the organization that provides scholarships. Consider the following factors:

The purpose of the letter: convince the organization that you are worthy of receiving a scholarship.

Audience: An organization that provides scholarships.



Context: You want to get a scholarship to study abroad.

Conclusion

The development of pragmatic competence through writing as a communication tool is an effective method of teaching English, allowing students not only to master the language rules, but also to learn how to use the language adequately in various communication situations. An integrated approach, including sample analysis, the study of pragmatic markers, role-playing, situational tasks and reflection, allows students to develop a deep understanding of the pragmatic aspects of language and build confidence in their communicative abilities.

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