

**OVERCOMING THE LANGUAGE BARRIER: KEY REASONS, CONSEQUENCES  
AND EFFECTIVE ADAPTATION STRATEGIES.**

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This article examines language barriers and their causes in teaching English. In particular, it examines students' cognitive-intercultural problems in language learning and examines their impact on academic, social and professional development. The main causes of language difficulties are cognitive, that is, problems with students' memory and attitude towards the language, as well as social factors - cultural differences, social anxiety and technical anxiety of the language. The purpose of this article is to analyze the problem of the language barrier among university students. In this regard, the article has the following objectives: to give a clear definition of the concept of "language barrier" and consider its main causes; to describe typical language difficulties faced by students studying in a foreign language; to offer practical recommendations for overcoming the language barrier, based on the aspects studied. In the process of writing the work, research methods were used, such as the method of analysis and synthesis, as well as the comparative approach method, which allows us to consider the dynamics of the emergence of language barriers over time in different cultures and educational factors. Key words: language difficulties, psychological factors, social factors, intercultural communication, English language, language learning, social anxiety, cultural learning.

**INTRODUCTION**

Language is considered the perfect carrier of culture and the primary means of communication. When communication between people speaking different languages is done through an intermediary language, the services of a translator are used. As an act of intercultural communication, translation involves not only two languages but also two cultures between them. In this regard, living in a foreign country where you do not know the language can be difficult, for example, gestures such as ordering food in a restaurant or asking for directions, showing photos or using translation apps can be difficult. This constant struggle in communication can lead to frustration, embarrassment and even isolation. In addition, the language barrier can prevent you from fully immersing yourself in the local culture and building meaningful relationships with the local population. And in this case, to solve the problem in the language barrier, bilingualism plays a big role.

Bilingualism is “a person’s communication with the help of two languages” (Mikhailov M. M. Dvuyazychie. Cheboksary, 1968, p. 3), that is, the phenomenon of people speaking a foreign language along with their native language in public life. And multilingualism is understanding in more than two languages. [1,c.22].

In general, bilingualism, multilingualism is a social phenomenon that has existed since ancient times in order to ensure relations between people belonging to different ethnic groups, between nations and nations, and between states and states. [2,c.178-179].

In particular, learning English is an important factor in society. Because in the modern era of globalization, proficiency in English is one of the main requirements for training a competitive specialist in the world market. Mastering a foreign language allows students to become world-class professionals, as they can communicate with foreign colleagues or clients, and also expands opportunities for internships or work in foreign organizations. English has become the main tool for international communication and is taught as a second or third language in many countries. In education, English is an important part of the learning process. However, many students face various barriers when learning the language. These barriers are often not limited to grammatical and lexical features of the language, but also the ability of students to understand the social and cultural context [3c.50].

Language barriers have a significant impact on education, especially for students studying in a foreign country. Foreign students often have difficulties understanding lectures, teaching materials and exams, which can adversely affect their academic performance.

For example, a study by the British Council revealed that 60% of foreign students in the UK have learning difficulties due to the language barrier. Many students find it difficult to write essays, understand technical jargon and communicate with teachers. [4 c.36-37].

To meet these challenges, universities around the world are setting up language support programs, offering preparatory language courses and introducing bilingual teaching methods.

#### **Materials and methods**

Technological progress plays a crucial role in reducing language barriers. Some of the most effective solutions include:

1. Machine translation and language tools based on artificial intelligence Google Translate, DeepL and artificial intelligence-based translation services improve real-time communication by offering instant translations. These tools are especially useful in travel, business and diplomacy.
2. Language learning apps. Platforms such as Duolingo, Rosetta Stone and Babbel make language learning accessible to people all over the world, helping them to learn new languages more efficiently.
3. Automated subtitles and voice recognition. Many streaming platforms and online education providers now offer automatic subtitles in multiple languages, making it easier for students to understand the content.
4. Multilingual chatbots and virtual assistants. Chatbots based on artificial intelligence are used in the fields of customer service, healthcare and banking to help people whose language is not native. The purpose of this work is to find ways to effectively encode information in order to memorize a list of new words in a foreign language lesson and successfully retrieve it from memory using this code. Any system of memorization is based on impression, repetition and association. First, it is necessary to obtain a vivid and lasting impression of what needs to be remembered. Second, the information that needs to be remembered requires repetition, but it should not be learned mechanically. Professor Ebbinghaus [6 c.73] conducted numerous experiments and proved that there should be intervals between repetitions, in which the human subconscious is busy fixing associations. In addition, the brain, working with breaks, does not get tired from excessive load.

Cognitive Rigidity and Grammatical Structures. Cognitive rigidity is the inability to integrate information with new information based on existing knowledge. The following the cognitive world of a person is studied through his actions and actions. In this regard, language plays an active role. Language reveals the thinking system, motives, etc. of any human action. Thus, cognitivism considers a person as an actor, an active creator and receiver of information, and explains that he is guided by the scheme, program, plan, strategies determined during these processes, that is, in

the activity of thinking. The main tools of cognitive linguistics: memory units - cognition, Gestalt theory, linguistic consciousness, etc. Cognitive linguistics is aimed at describing the picture of the world. In cognitive linguistics, the main emphasis is placed on the fact that language is a tool of cognition and a prerequisite for cognition. At the time of W. Humboldt, he emphasized that language is the main function of the human spirit, covering all spheres of human existence and cognition.

The main concepts of cognitive linguistics: thinking, knowledge, cognition, linguistic vision of the world, mentality, concept, etc.

methods will be effective for students to overcome grammar obstacles:

Grammar exercises. From simple grammar structures to the ability to correctly use complex sentences and tenses.

Memorize words and phrases. It is important to expand your vocabulary by memorizing words and phrases that you use every day. The ability to rationally rephrase words.

Using vocabulary notebooks. It is useful to use vocabulary notebooks to write down each new word and understand its meaning and usage [7 c.16-18].

Impaired Listening and Comprehension Skills. The listening skills of language learners are often weakened by accents and dialects. Different dialects and accents when speaking English create challenges for the student's listening skills. In this case, the student needs to develop additional exercises and listening skills to correctly understand not only the words in the text, but also the meaning. The following methods are useful for developing listening and reading skills for a language learner:

Watching foreign movies and TV series. You can improve your listening skills by watching movies and TV series in English. Of course, you can watch with subtitles at the beginning, but in later stages, you should turn off the subtitles.

Podcasts and radio programs. Listening to podcasts or radio programs in a foreign language can be very useful for a language learner. This approach improves listening skills and allows you to see real speech patterns in a foreign language.

Reading books and articles in English. Reading simple and understandable books and articles will help you enrich your vocabulary, as well as understand the grammatical structures of the language [8 c.58-59].

Social Factors and Their Impact on Language Barriers. Language barriers are not only related to cognitive factors but also to social factors. For language learners, mistakes are a major fear factor. Especially when they speak a foreign language, they may be afraid of what other people will think. This fear may reduce their confidence in speaking and using English fluently. Students should not be afraid of making mistakes because learning a language is a process of constant experimentation and learning from mistakes.

The Importance of Intercultural Communication. Learning any language as a foreign language, in particular English, cannot be carried out outside the historical and cultural aspect, since the language is the product of a number of eras, as a result of its development we get modern English. This is fundamentally important in the methodology of teaching a foreign language, because it forms interest in the language from school to higher education institutions, increases motivation, frees the student from rote memorization, focuses on a thoughtful approach to the language, increases the cognitive abilities of students. student, contributing to the meaningful and deep mastery of the English language, where the teacher pays sufficient attention to this issue in his lessons.

Intercultural communication is an important key that helps students understand new cultures while learning a language. Each language has its own unique characteristics that are specific to its culture and society. Intercultural differences are an important aspect that helps overcome language barriers. When students acquire intercultural communication skills, they can improve their language skills and increase their level of mutual understanding.

**Social Support and Language Environment.** When teaching a foreign language, "it is customary to distinguish between artificial and natural language environments, each of which has its own components." Natural language environment is a set of speech and non-speech conditions that reflect the life, history, culture and traditions of native speakers in the facts of a given language. Educational (artificial) language environment is a set of simulated communication situations that make students ready for foreign language communicative activity and encourage them to adequately use speech and non-speech means of communication. The role of a foreign language teacher is the main means of creating a language environment. She is a role model and a model of children's speech behavior. To enhance the educational impact of speech, the following conditions must be met:

- accessibility of speech
- avoidance of complex sentences
- use of repetitions, paraphrasing of speech
- non-translation semantization: use of visual aids, description of the situation, explanation in a foreign language, use of sign language. [9, c.255-259].

### **Results and discussion**

Language barriers remain a major problem that affects education, business, health and migration. However, thanks to educational initiatives, technical advances and the services of a professional interpreter, many of these obstacles can be overcome. As globalization continues to associate people with different language skills, the development of effective communication strategies will become even more important for mutual understanding and cooperation.

The purpose of this article is to analyze the problem of the language barrier among university students. In this regard, the article has the following objectives: 1) to define the concept of "language barrier" and consider its main causes; 2) to describe typical language difficulties faced by students studying in a foreign language; 3) to offer practical recommendations for overcoming the language barrier, based on the aspects studied.

In the process of writing the work, various methods of scientific research were used, including the method of analysis and synthesis, as well as the method of comparative-historical approach, which allows us to consider the dynamics of the emergence and change of language barriers over time in different cultures and educational systems. The systematization method made it possible to structure the available information on language difficulties and suggest possible ways to overcome them.

However, these difficulties can be mitigated by using various teaching methods and strategies. Students need regular practice and repetition to develop cognitive skills. This makes it easier for them to learn new language structures and words. In addition, it is important to support students in increasing their social confidence: overcoming the fear of making mistakes in the language, overcoming fears through group work and role-playing, and communicating with people from different cultures - this process increases students' motivation to learn the language. [10 c.37-38].

### **Conclusion**

Intercultural communication also plays an important role in overcoming language barriers. When students understand cultural differences and develop openness to the languages and cultures of

other countries, they will be ready to communicate in their native language. The introduction of intercultural education methods increases students' confidence in speaking a new language and contributes to their overall development.

Thus, to overcome the language barrier, it is necessary to improve teaching methods and provide effective support to students. This not only increases the educational level of language learners, but also leads to positive changes in their personal development. Therefore, the introduction of new methods of teaching English into the education system and the search for ways to overcome language barriers remains a pressing issue. This study makes a significant contribution to overcoming language barriers in learning English and becomes the basis for effective and comprehensive development of the process of learning a foreign language.

In addition, the language barrier negatively affects the learning process. Especially when learning a foreign language, misunderstanding or mistranslation can have a negative impact on the academic performance of students. In this case, people are unable to accept new information or fully express their thoughts.

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