

## «MOTIVATION STRATEGIES FOR TEACHING ENGLISH TO GENERATION Z»

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### 1. Introduction

In the framework of globalization and fast development of technology, the role of the English language is considered to be of major importance. The English language is not only a subject of study but also a tool for global communication and information access. The English language is a lingua franca for different fields of human activity, such as education, economy, science, and information technologies.

Nevertheless, the effectiveness of the English language teaching process is largely conditioned by the learners' characteristics, such as learners' motivation, cognitive style, and learning preferences. The new generation of students is not passive but plays an active role in the process of knowledge acquisition.

Generation Z is a new kind of learner who has been formed by the influence of information and technology. Generation Z is generally considered to have been born between the late 1990s and the early 2010s. Unlike the previous generation of learners, the Gen Z learners have been growing up in a world with smartphones and social media tools. Their learning style is totally different from the previous generation of learners. Therefore, a new approach is needed in teaching them.

Furthermore, due to the influence of the COVID-19 pandemic and the shift to online learning environments, a new approach is needed in teaching and learning. Therefore, the purpose of this study is to examine the motivational characteristics of Generation Z learners and develop effective and innovative strategies for teaching English that fit the needs of Generation Z learners in the digital age.

### 2. Characteristics of Generation Z

#### 2.1 Digital Native Identity

It is a common consensus that Generation Z is a completely digital age group, and their lives are closely associated with technology, which affects not just their communication but their cognitive processes and learning habits as well. Generation Z favors quick access to information, and they are fond of visual media, such as videos, infographics, and other interactive materials.

Moreover, digital literacy is a key factor in their learning process, as they are familiar with using online resources, educational software, and artificial intelligence technologies, which provide new possibilities for language acquisition but, on the other hand, raises issues of information overload.

#### 2.2 Multitasking and Fast Processing

This kind of learner has the ability to process a lot of information at once and has a tendency to multitask. For example, they can watch videos, communicate on social media, and at the same time work on assignments.

However, because of their ability to process a lot of information at once, they tend to be shallow learners. This makes them unable to perform some assignments that require in-depth thinking and concentration.

This, therefore, calls for well-structured learning activities.

#### 2.3 Social Awareness

Generation Z has displayed a high level of social awareness. They are actively involved in discussions on issues such as social justice, environmental issues, equality, among others. This can work in favor of the teacher in the classroom by raising these issues in the English language classroom.

Furthermore, the mode of communication of Generation Z has also been greatly affected by internet culture.

#### 2.4 Pragmatic Thinking

The application and actualization of such knowledge in a real-life context are of great importance to this generation. This generation is goal-oriented and believes that education should be applied to achieve benefits such as career and self-enhancement.

Theoretical knowledge, if not practically applied, is considered useless. Language has to be linked to real-life communication, professional contexts, and actual materials.

### 3. Challenges of Generation Z Learners

#### 3.1 Decreased Motivation

The biggest challenge, in my opinion, is a lack of intrinsic motivation. The students are extrinsically motivated, which is based on external factors such as receiving a grade or pleasing their teacher. If there are no immediate results, they lose interest.

Moreover, their exposure to entertainment programs makes them less willing to engage in cognitively demanding activities.

#### 3.2 Short Attention Span

Research has shown that the attention span of Generation Z is shorter compared to other previous generations. This can be attributed to the fact that Generation Z has been constantly exposed to short-term content.

Therefore, lectures and exercises should not be long, and students should be engaged in interesting and varied activities.

#### 3.3 Dependence on Technology

While technology offers access to an unlimited amount of information, it also creates dependency among learners who use tools such as translation tools, correcting tools, and answers provided by the tools instead of focusing on the development of their own language skills.

This can have negative consequences on the learners' critical thinking, creativity, and independent learning skills.

#### 3.4 Avoidance of Traditional Methods

Some students demonstrate resistance to traditional learning approaches, such as memorization, note-taking, and reading. Such approaches are viewed as traditional and uninteresting.

However, these approaches cannot completely be eliminated, but they have to be modified and adapted in new forms.

### 4. Strategies for Teaching English

#### 4.1 Integration of Digital Technologies

The use of digital tools is vital in engaging Generation Z students. Educational platforms, mobile apps, quizzes, and game-based elements are some of the tools available.

For instance, there are educational tools such as Kahoot, Quizlet, and Duolingo, which can be used to reinforce vocabulary and grammar in a fun way.

#### 4.2 Task Simplification and Structuring

Assignments should be brief, well-organized, and divided into smaller parts. This will help keep learners' attention and enable them to grasp the information.

Learning assignments should be well-organized and divided into smaller parts. The application of microlearning, where information is delivered in small parts, is also effective in maintaining learners' attention.

#### 4.3 Use of Relevant Content

Materials should be relevant to current trends, everyday life, and topics that are relevant to the students. This will enhance their motivation and interest to take part.

Authentic materials such as videos, podcasts, social media, and real-life case studies should be included. These will enhance the motivation and the relevance of the course.

#### 4.4 Continuous Feedback

The Generation Z students are used to receiving immediate responses. Feedback helps in sustaining their interest and their learning process.

Immediate feedback is vital in sustaining students' motivation. Through technology, teachers are in a position to give instant responses to students.

#### 4.5 Communicative Approach

Practical use of language through discussions, role plays, and real-life simulations can help in the acquisition of language skills.

The learning of languages should not be restricted to memory-based learning. Discussion, debate, role plays, and project-based learning can help in the acquisition of languages.

#### 4.6 Blended Learning Approach

Combining traditional and digital methods allows teachers to create a flexible and adaptive learning environment that meets diverse student needs.

#### 4.7 Personalization of Learning

One of the most effective strategies is adapting the learning process to individual student needs. Personalized learning paths, adaptive platforms, and differentiated instruction help increase motivation and learning outcomes.

#### 4.8 Development of Critical Thinking

Teachers should encourage students to analyze information, express opinions, and solve problems. This can be achieved through discussions, case studies, and problem-based tasks.

### 5. Conclusion

The results of the research prove that Generation Z learners need a different approach to education in general and English language education in particular. The unique traits of Generation Z students demand a transformation in conventional educational methods.

The key components of an effective motivation strategy include the use of technology, relevance, interactivity, and personalization. Meanwhile, it is important to maintain the balance between creativity and basic educational concepts.

In addition, it is suggested that further research on the application of artificial intelligence, adaptive learning, and data-based methods in the teaching of languages is required.

Innovations in this sphere can help enhance the efficiency of learners' motivation and attain greater outcomes.

In conclusion, only innovation, flexibility, and a student-centered approach will help education overcome the challenges of the digital age.

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