

## MOTIVATION AND ASSOCIATION TEACHING METHODS

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In the modern digital world, where people are not ruled by the strong, by people who have information, knowledge of languages is imperative. Now there are different methods of teaching, but nowadays unconventional methods are popular. One of the unconventional methods is motivational. At first, we should understand explanation of "motivation". In the Cambridge dictionary this word explained as "enthusiasm for doing something" [1]. Sometimes people need motivations to move on. Modern psychologists say that success in studies depends on the existence of motivations. Motivation is therefore the «launching mechanism» (I. Zimnya) of all human activity: be it labor, communication or understanding [2]. Students without motivation for learning simply do not exist. Any cognitive activity of students along with operational components (knowledge, skills) includes and motivational (motive, interest, attitude). Motivation is the source of activity and orientation of the individual to objects and phenomena of reality, as a result of which activity arises [3].

Second type of unconventional method is associative method. Definition of association is "something linked in memory or imagination with a thing or person"[4]. Some students often have difficulty learning a foreign language and lose interest in learning it. This method is aimed at more productive mastering students lexical material. The study of the use of associations in the process of language acquisition was studied by a professor at Stanford University, R. Atkinson, who suggested memorizing words using the "Keyword method" ("Keyword Method"). Atkinson's "keywords" are nothing more than words that are phonetic (sound) associations to memorized words, consonant words. Atkinson's experiments proved the high efficiency of this method of memorizing foreign words. According to this method, each word comes up with its own verbal and visual association, which emerges immediately after a person encounters such a word[5].

In this direction we want to provide answers to questions such as:

1. Why we should use the methods of motivation and association in the educational process?
2. What are the benefits of motivation and association methods?
3. How can we use these teaching methods in practice?

Why we should use the methods of motivation and association in the educational process?

Teachers develop study calendars and curricula to meet the relevant standard. But now we live in a century where following the standard is not enough. And all this contributes to a decrease in the level of students' interest in learning. Therefore, the using of teaching methods such as motivation and association contributes to the development and will certainly arouse interest in learning from students.

Learning motivation is defined as a particular type of motivation that is included in the activities of the exercise, learning activity. Learning motivation, like any other kind of it, has a systemic nature. It is characterized by directionality, stability and dynamism. The general structure of learning motivation is formed by the need, the meaning of the doctrine, the motive of the doctrine, purpose, interest, desires and intentions, task.

In the association teaching method we have two main goals, such as: didactic and methodical goals. The didactic goal is to promote a holistic range of vision of the circumstances of the case, activate knowledge, deepen and improve mnemonic memory.

What are the benefits of motivation and association methods?

The benefits of motivation teaching method include that:

- \* The peculiarity of learning motivation is that in the process of its implementation, the student learns and is formed as a person.
- \* Motivation teaching method allows a developing person to determine not only the direction, but also the means of implementing various forms of learning activity, to engage the emotional-volitional sphere. It acts as a meaningful multi-factor determination, which determines the specificity of the learning situation in each time interval.

The benefits of association teaching method include that:

- \* Associating teaching method equally stimulates both the right and left hemispheres of the brain, because this method connects figurative and creative thinking and logical-analytical thinking.
- \* Therefore, it is particularly well suited for: developing generalizations; presenting integrated systems; systematizing texts and concepts; reviewing notes / notes or educational material; planning projects; to consolidate and deepen educational material for collecting and structuring ideas.
- \* The assessment of associative answers is quite a difficult task, but it allows, along with the level of his knowledge, to reveal some personality traits, such as the direction of thinking, the level of associativity, creativity, independence. This information is of paramount importance for the teacher-curator, whose activity is aimed at educating the student as an individual.
- \* The association method develops logic and promotes vocabulary expansion.

How can we use these teaching methods in practice?

Firstly, a necessary condition for the formation and development of students' interest in the content of learning and in the learning activity itself is their ability to manifest their intellectual autonomy and initiative in teaching. The more active the teaching methods, the easier it is for students to become interested in them, the more tasks, the solution of which requires active search activities from students, the more stable their interest in teaching.

In practice, we can use the problem situation, the collision of students with a difficulty that they cannot resolve with the help of their stock of knowledge. Faced with difficulty, they are convinced of the need to obtain new knowledge or ways to apply old knowledge in a new situation. Interesting is only the work that requires constant voltage. Lightweight material that does not require mental strain, usually does not cause interest. At the same time, the difficulty of the educational material and the learning task can lead to an increase in interest only when this difficulty is feasible, surmountable, otherwise the interest quickly falls.

Associations in humans are different. Therefore, when using the association method, it is important not to impose your associations on the student! If the word “ticket” is associated with a train or plane, and he applies this association, then the information obtained will be easily remembered by them.

The association method is very useful especially in the study of foreign languages. For example, any language can be learned by associating it with its native language. This way you can easily memorize pronunciation and spelling.

And also there is such a program called “Elevate-brain training.” This program promotes the development of writing, speaking and listening skills. And also this is a program in the form of a game that causes enough interest. If the “Elevate-brain training” program is useful for students, then the “Rosetta stone” program is useful for teachers.

In conclusion, it was shown that motivation has roots in the physiological, behavioral, cognitive and social areas. Motivation can be based on core impulse to optimize well-being, minimize physical pain and maximize pleasure. It can also be caused by special physical needs, such as eating, sleeping or resting. Motivation, as an affective factor, plays a role in learning as central to it in the sense that it is the decisive force that determines the initiation of the student to take action and perseverance in this. We should pay more attention to our lessons in language government. Through this study, we saw that motivation can be high or low depending on a number of factors.

Also, the use of the method of associations in the classroom contributes to the development of creative activity and logical thinking of students, improves the mechanisms of memorization, and enriches the vocabulary. Often there is no rational explanation of why a particular image evokes the idea of another. Due to the fact that associations for each person can be purely individual, the guys are not afraid to make a mistake and feel free, show considerable activity in the classroom. Accordingly, the interest in the educational process increases and the motivation in learning is enhanced.

The results of the work of this method are creative activity, enrichment of vocabulary, development of logical thinking, improvement of students' memory.

Thus, the use of the associative method makes it possible not only to evaluate the level of knowledge of a student (group) in the process of pedagogical activity, but also to determine some of his personal characteristics, to establish its basic value orientations, its spiritual and moral potential and, if necessary, to have a corrective effect.

The use of the association method makes the lesson fascinating and in each new way interesting, develops attention, creative and logical thinking, and contributes to better memorization of the material.

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