EFFECTIVE TECHNIQUES FOR DEVELOPING ADVANCED VOCABULARY SKILLS IN ENGLISH LANGUAGE

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The present paper is dedicated to developing advanced vocabulary skills in English. Mastering vocabulary is paramount for English language learners who strive for fluent and accurate communication. This article examines the importance of advanced vocabulary skills for language acquisition and the challenges of students' vocabulary development. Based on current research results from prominent scientists, the article summarizes insights into effective techniques for developing advanced vocabulary skills. The study highlights the diverse role of vocabulary in language mastery and its impact on academic and professional success. It highlights the importance of tailored strategies for vocabulary teaching, including contextual learning, semantic mapping, morphological awareness, incidental learning, and vocabulary games and activities. Additionally, the article examines cutting-edge technology-enhanced vocabulary learning strategies, such as online resources, mobile applications, and adaptive learning platforms, designed to improve students' vocabulary proficiency. Through a comprehensive review of the literature and analysis of current research, the article explains the challenges of vocabulary acquisition and the need for further investigation of its dimensions, reasons, and consequences. It emphasizes the need for educators to employ effective techniques that facilitate the development of advanced vocabulary skills in English language students. In summary, recognizing the importance of vocabulary in language acquisition and adopting innovative strategies for vocabulary development are essential steps to enable students to realize the full potential of language, promote academic and professional excellence, and embark on a journey of lifelong learning and personal growth.

Keywords: developing technique, language acquisition, learning strategy, vocabulary skills

Problem statement. Proficiency in vocabulary is an essential component of language mastery, particularly for English language

philological students who aspire to achieve fluency and accuracy in communication. Advanced vocabulary skills enable students to articulate ideas effectively, comprehend complex texts, and express themselves with precision. In academic and professional settings, a rich lexicon is a hallmark of intellectual prowess and linguistic sophistication. Therefore, educators must employ effective techniques that facilitate the development of advanced vocabulary skills among students of English language [9: 17].

The significance of advanced vocabulary skills cannot be overstated in the realm of the English language acquisition. Mastery of advanced vocabulary enhances students' ability to comprehend and produce sophisticated discourse in various domains, including academic research, professional communication, and literary analysis. Moreover, a robust vocabulary repertoire fosters critical thinking, creativity, and lexical flexibility, empowering students to convey nuanced meanings and engage in intellectual discourse with confidence and eloquence [6: 115].

Analysis of recent research and publications. Over the past two decades, prominent scholars have conducted extensive research and published works that provide valuable insights into effective techniques for developing advanced vocabulary skills in the English language learners. K. Folse (2004) revealed myths about teaching and learning second language vocabulary and proved that accurate communication depends largely on extensive knowledge of vocabulary, P. Nation (2008), D. Schmitt (2010), M. McCarthy (2010) claim that vocabulary learning strategies are one part of language learning strategies which in turn are part of general learning strategies.

N. Schmitt (2000), S. Thornbury (2002), R.J. Marzano, D.J. Pickering, & J.E. Pollock (2005) have made various attempts to classify vocabulary learning strategies employed by foreign and second language learners. Instances of such classifications are the taxonomies proposed by Y. Gu and R.K. Johnson (1996), S. Webb (2008), P. Meara (2009), A. J. Müller and P.A. Nation (2020).

Empirical inquiries conducted by Isabel L. Beck (2002), J. Baumann (2006), and W. Nagy (2007) demonstrate that there is a relationship between strategy use and success in second or foreign language learning. Nonetheless, it is crucial to emphasize that developing advanced vocabulary skills in the English language requires a more detailed examination. Despite being one of the central subjects of

research in modern methodology and linguistics, there remains a lack of consensus regarding its various dimensions, reasons, negative consequences, and interconnection between students' expectations and the obstacles they face during learning.

The aim of the article. Mastering advanced vocabulary skills is paramount for students pursuing higher education, particularly those in master's programs, as it plays a pivotal role in academic success, professional development, and effective communication. The author delves into the significance of advanced vocabulary skills for students across various disciplines and explores how proficiency in vocabulary enhances the learning experience and prospects in professional activity. *The purpose* of the article is to explicate and clarify valuable strategies to enhance vocabulary proficiency among English language students.

Presentation of the main research material. Previous studies have highlighted the importance of developing advanced vocabulary skills in future specialists. Vocabulary serves as the cornerstone of language acquisition, playing a pivotal role in every aspect of communication, comprehension, and expression [2: 6002].

Whether one is acquiring their first language or mastering a second language, the development of a rich and diverse vocabulary is fundamental to achieving fluency and proficiency. The present paper examines the multifaceted role of vocabulary in language acquisition and explores its significance in shaping linguistic competence and communicative ability.

The second language delineates vocabulary acquisition strategies into metacognitive, cognitive, memory, and activation strategies. Metacognitive strategies comprise selective attention and self-initiation strategies. Learners employing selective attention strategies demonstrate awareness of the salient vocabulary necessary for effective comprehension of a given text. Conversely, learners utilizing self-initiation strategies employ diverse methods to elucidate the meaning of unfamiliar vocabulary items.

Cognitive strategies, as classified by Y. Gu and R.K. Johnson, involve guessing techniques, adept utilization of dictionaries, and note-taking methods. Learners employing guessing strategies leverage their prior knowledge and linguistic contextual cues, such as grammatical structures, to infer word meanings [3: 650].

Memory strategies are bifurcated into rehearsal and encoding techniques. Rehearsal strategies encompass activities like word lists and

repetitive drills. Encoding strategies encompass various mnemonic methods including association, imagery, visual, auditory, semantic, and contextual encoding, along with morphological analysis involving prefixes, stems, and suffixes.

Activation strategies involve the practical utilization of newly acquired vocabulary in diverse contexts [7: 110]. For instance, learners may formulate sentences employing recently learned words. A tabulated summary of these strategies is presented below:

Strategy Type	Description
Metacognitive	Selective attention and self-initiation strategies
Cognitive	Guessing, dictionary use, and note-taking strategies
Memory	Rehearsal (word lists, repetition) and encoding (association, imagery, etc.)
Activation	Application of new words in different contexts, such as sentence formation

Vocabulary instruction refers to the deliberate and systematic teaching of words, their meanings, and their usage within a language. It involves various strategies and techniques aimed at enhancing learners' word knowledge and comprehension skills. Vocabulary instruction typically encompasses activities such as introducing new words, exploring their definitions and nuances, providing opportunities for contextual usage, and reinforcing retention through practice and repetition. Effective vocabulary instruction plays a crucial role in language acquisition and development, as a rich vocabulary facilitates communication, comprehension, and expression across various contexts.

Strategies for vocabulary instruction required for developing advanced vocabulary skills:

1. Contextual Learning. Students benefit from seeing how vocabulary is used in real-world contexts relevant to their academic and professional interests. For example, in a business English class, instructors can introduce business-related vocabulary within the context of case studies, simulations, or professionally oriented articles. This approach helps students understand how vocabulary is applied in their field of study and fosters deeper comprehension and retention. It provides a sample of a task for students of higher education at Kharkiv

State Academy of Physical Culture (KSAPC) in the discipline "Business English" as an example of contextual learning:

Read the extract of a company's terms and conditions for its employees. Choose the correct heading for each section: Family and Health; Working Hours; Holidays.

Terms and conditions of employment

1 _____

The company operates a system of flexitime. All employees must be at work during the core hours of between 10 a.m. and 4 p.m. but they can start and finish work between the hours of 8 a.m. and 6 p.m. Employees must take their lunch break anytime between midday and 2 p.m. and this should not be less than 30 minutes long. Paid overtime must be done outside of the flexible working hours (e.g. before 8 a.m. or after 6 p.m.) and agreed in writing by your manager. The company also allows home-working (where appropriate to the employee's roles and responsibilities) for up to a maximum of eight hours on one day a week. Requests to work from home must be made in writing to your manager.

2 _____

Full-time employees receive 25 working days' holiday (not including public holidays) in a calendar year. Annual leave for part-time staff is calculated according to the number of days worked per year. After five years of service, an employee can take an extra two days' leave per year. Managers may accept requests for additional leave depending on your circumstances.

3 _____

Expectant mothers can take up to 52 weeks' maternity leave at the following rates: 12 weeks of full pay, 27 weeks of statutory pay and an additional 13 weeks of unpaid leave. Fathers can take two weeks off for paternity leave at any time between the child's birth until eight weeks afterwards.

For sick leave, employees receive full pay for a short-term illness up to 28 days. For longer-term illness, employees with over 24 months' service will receive full pay for up to six months. Employees with under 24 months' service receive statutory pay after 28 days. A medical certificate is required from your doctor if you are absent for more than five days.

Picture 1. Sample Task of Contextual Learning
Рисунок 1. Приклад завдання контектесного навчання

2. Semantic Mapping. Semantic mapping techniques can be used to explore the relationships between specialized terms within the field of business English and create a visual representation of these connections using semantic mapping techniques. Visual representations aid in

organizing complex concepts and facilitate the integration of new vocabulary into existing knowledge frameworks. A semantic Map example is given on the topic "Business Communication Strategies":
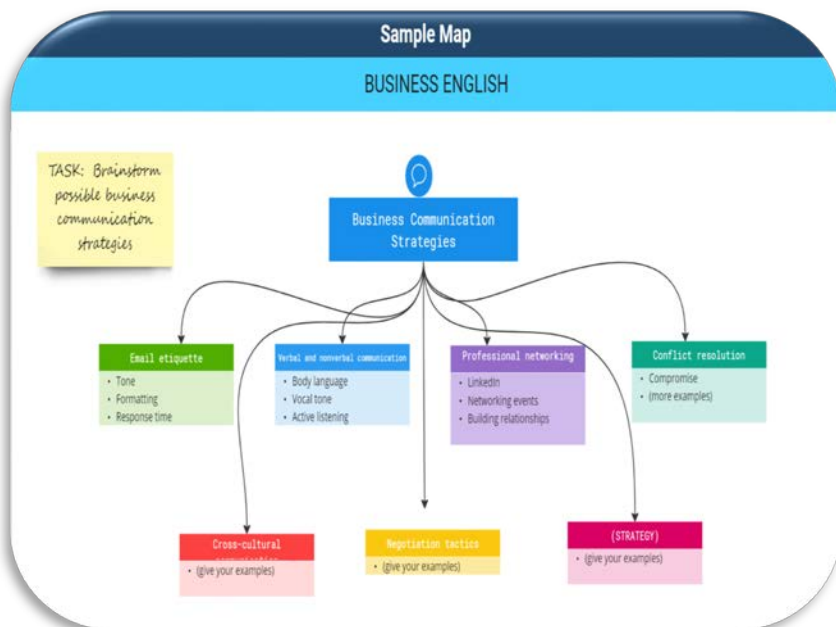
Picture 2. Sample Task of Semantic Map
Рисунок 2. Приклад завдання «Семантична карта»

By creating a semantic map like the example above, students can visually organize and explore the relationships between various business communication strategies, enhancing their understanding of the topic and its associated vocabulary.

3. *Morphological Awareness*. Given the advanced level of students, lecturers can delve deeper into morphological analysis to enhance vocabulary acquisition. For example, students can analyze the morphological structure of words across different languages to identify common roots, prefixes, and suffixes. Understanding word formation processes equips students with the skills to decipher unfamiliar vocabulary encountered in academic texts and scholarly literature. The following tasks are used by students of KSAPC in the Business English classes on the topic "Performance": *Complete the table with necessary adjective and noun forms (prefixes/suffixes).*

8 Complete this table of personal qualities with adjective forms and noun forms.

Adjective	Noun	Adjective	Noun
patient	patience	5 _____	efficiency
dedicated	1 _____	enthusiastic	6 _____
2 _____	motivation	punctual	7 _____
flexible	3 _____	8 _____	creativity
confident	4 _____	ambitious	9 _____

9 Complete these sentences with the correct form of a word from **8**. Then work with a partner and say if the statements are true (*T*) or false (*F*) for you or your company, using a different form of the word.

Example: It's not important for me to have flexible working hours.

1 It's important for me to have some _flexibility_ in my working hours.
2 I'm not a very _____ person – I always want everything to be done 'now'.
3 _____ is one of my strong points – I'm never late for anything.
4 I have a great deal of _____ in how my company is run and in its success.
5 My company offers good incentives to ensure ongoing enthusiasm and _____ amongst the staff.
6 My company is _____ to its employees and puts their needs before those of the customer.

Picture 3. Sample Task of Morphological Awareness
Рисунок 3. Приклад завдання з морфологічної обізнаності

4. Incidental Learning. Students benefit from exposure to authentic language input across various academic disciplines and professional domains. Teachers may incorporate authentic materials such as research articles, conference presentations, and industry reports into their curriculum to expose students to specialized vocabulary in their field. Additionally, encouraging students to engage with interdisciplinary literature broadens their vocabulary repertoire and enhances their ability to communicate effectively across diverse contexts.

Dogme teaching methodology in language education can involve incidental learning. Dogme language teaching emphasizes a conversation-driven approach, focusing on real-life communication and using authentic materials. In a Dogme classroom, language learning occurs naturally as students engage in meaningful interactions and

discussions rather than through predetermined lesson plans or materials [1].

Incidental learning occurs when learners acquire language or knowledge unintentionally, often as a byproduct of engaging in meaningful activities or interactions. In a Dogme classroom in Business English, students of Kharkiv State Academy of Physical Culture may encounter new vocabulary, grammar structures, or cultural insights incidentally while participating in discussions or activities related to their interests and experiences. For example, during a conversation about a recent news article learners may encounter unfamiliar words or expressions. Through context and interaction with their peers and the teacher, they can deduce the meaning of these new language items, leading to incidental learning. This is a completed lead-in task on the topic "Exchanging Contact Details" made by KSAPC students in Business English class who worked in pairs discussing the proposed statements in the exercises given:


Picture 4. Sample Task of Incidental Learning
*Рисунок 4. Приклад завдання ситуативного навчання*

5. Vocabulary Games and Activities. Engaging students in interactive vocabulary games and activities fosters active participation and reinforces learning. For instance, in a language lab session, students participate in vocabulary jeopardy, where they compete to define and use advanced vocabulary terms in sentences related to their field of study. Incorporating technology-enhanced activities, such as online vocabulary quizzes or word association games, adds an element of fun and interactivity to vocabulary instruction for students [8: 132]. The following pictures with *Vocabulary Games and Activities* tasks show that there may be a wide range of vocabulary-based exercises in Business English lessons. KSAPC students engage in this type of activity with a particular interest, which significantly increases the efficiency of the educational process. The students are offered to play a game "Pick a Fish" and revise previously learned vocabulary units; work in groups, brainstorm Red Flags for the Employer and Applicant during the job interview; use online applications and do the matching task on the studied topic; fill in the table and guess as many idioms as they can for one minute looking at the pictures, etc.
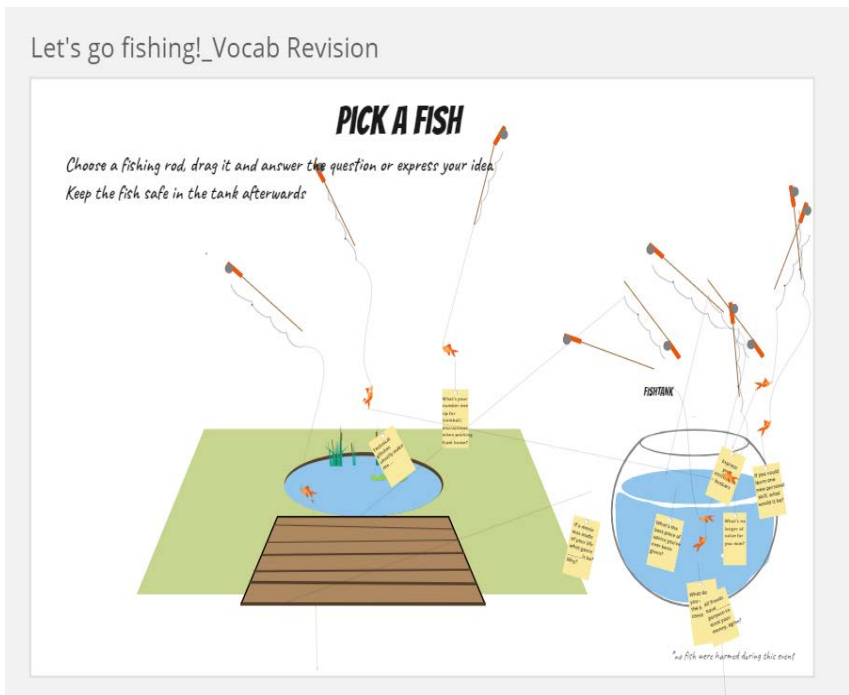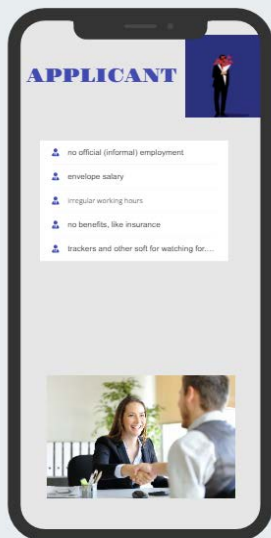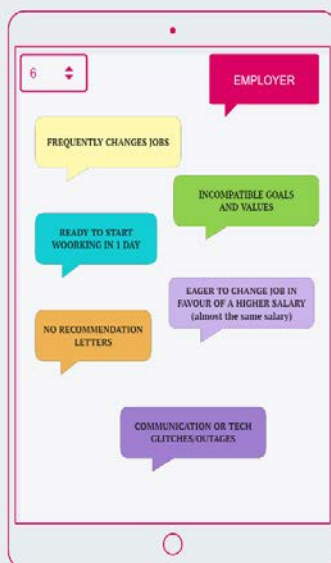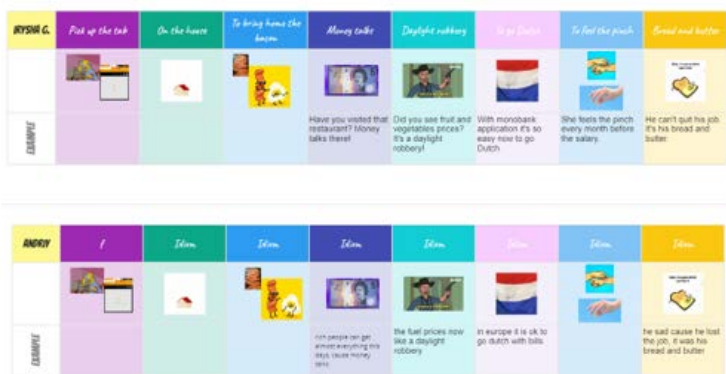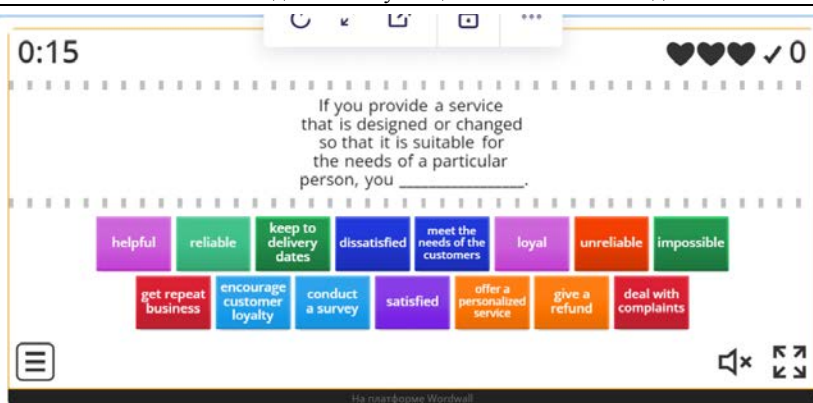
Picture 5. Sample Tasks of Vocabulary Games and Activities
Рисунок 5. Приклад лексичних ігор та активностей

Summarizing the tailored strategies for vocabulary instruction, it is important to note that educators can effectively support students in expanding their vocabulary repertoire, enhancing their language proficiency, and preparing them for success in their academic and professional endeavors by implementing any of the mentioned above strategies.

The author highlights the importance of cutting-edge technology-assisted vocabulary learning strategies specifically designed for students: online resources and digital tools for vocabulary acquisition; mobile applications for vocabulary development; adaptive learning platforms for personalized instruction, etc.

Kharkiv State Academy students are suggested to benefit from a wealth of online resources and digital tools that offer comprehensive

vocabulary-building materials. Platforms such as Quizlet, Vocabulary.com, and Memrise provide a wide range of vocabulary lists, flashcards, quizzes, and interactive exercises tailored to various academic disciplines and professional fields [10]. Additionally, websites like Merriam-Webster and Oxford Learner's Dictionaries offer authoritative definitions, examples, and usage notes to aid in vocabulary comprehension and retention. Incorporating these online resources into coursework allows students to access high-quality vocabulary materials anytime, anywhere, and customize their learning experience to suit their individual needs and preferences.

Mobile applications provide students with practical and easily accessible tools to improve their vocabulary on the go. Applications like Anki, Brainscape, and Quizlet offer mobile versions that allow students to review vocabulary flashcards, take quizzes, and track their progress using their smartphone or tablet. Additionally, language learning apps such as Duolingo, Babbel, and Rosetta Stone offer interactive lessons and activities aimed at vocabulary acquisition as part of language development. By using mobile applications, students can seamlessly integrate vocabulary learning into their everyday lives and use free moments to effectively improve their language skills.

Adaptive learning platforms utilize artificial intelligence and data-driven algorithms to deliver personalized instruction tailored to each student's learning needs and preferences. Platforms such as Coursera, Udemy, and Khan Academy offer adaptive courses and tutorials that dynamically adjust content and pacing based on students' performance and proficiency levels. Additionally, specialized platforms like Vocabulary.com and VocabSushi employ adaptive learning principles to assess students' vocabulary knowledge, identify areas for improvement, and deliver targeted practice activities and interventions [10]. By providing individualized feedback and adaptive scaffolding, these platforms empower students to optimize their vocabulary learning experience and achieve mastery at their own pace.

The author emphasizes the importance and convenience of all mentioned tools, applications, and platforms. All Business English classes at the Kharkiv State Academy of Physical Culture are conducted using cutting-edge technology-based means of interaction. For instance, all examples provided in the article are taken from the online platform Miro, which helped to create interactive tasks and ensure simultaneous online collaboration between the teacher and all

the students in the group. Here is how it looks on Miro, topic "First Impression".

Picture 6. Example of Lesson in Miro
Рисунок 6. Приклад заняття на дошці Міро

By leveraging the power of modern technology-enhanced vocabulary learning, students can access a variety of resources, tools, and platforms to improve their vocabulary skills and deepen their language skills. Whether through online resources, mobile applications, or adaptive learning platforms, integrating technology into vocabulary instruction provides students flexibility, convenience, and personalized support in their pursuit of academic and professional excellence [5: 120].

Conclusion. The importance of advanced vocabulary skills in English language acquisition cannot be overemphasized. Mastery of an advanced vocabulary improves students' ability to understand and produce sophisticated discourse in diverse areas, including academic research, professional communication, and literary analysis. Additionally, a solid vocabulary repertoire promotes critical thinking, creativity, and lexical flexibility, enabling students to convey nuanced

meanings and engage in intellectual discourse with confidence and eloquence. While recent research by prominent scholars shed light on effective techniques for developing advanced vocabulary skills, there is still no consensus among English language learners on the various dimensions, reasons, negative consequences, and relationship between students' expectations and the obstacles they face during learning [6: 303].

The article emphasizes the multifaceted role of vocabulary in language acquisition and its significance in shaping linguistic competence and communicative ability [4: 158].

It is essential to note that proficiency in vocabulary is essential for academic achievement and professional success across various domains. In academic settings, a strong vocabulary is necessary for comprehending complex texts, writing coherent essays, and participating in classroom discussions. Therefore, using effective strategies and approaches in teaching and learning advanced vocabulary is crucial for students.

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ЕФЕКТИВНІ ТЕХНІКИ РОЗВИТКУ ЛЕКСИЧНИХ НАВИЧОК В АНГЛІЙСЬКІЙ МОВІ

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Стаття присвячена розвитку лексичних навичок в англійській мові у здобувачів вищої освіти. Володіння лексикою є необхідною умовою успішної комунікації. Досліджуються значення словникового запасу для засвоєння системи мови та сучасні виклики щодо розвитку мовленнєвих умінь студентів. На основі результатів досліджень провідних учених стаття узагальнює аналіз ефективних технік збагачення лексичного тезаурусу. У науковій розвідці схарактеризовано роль лексичного аспекту в оволодінні мовою та його вплив на академічний та професійний успіх. Авторка підкреслює важливість сучасних стратегій викладання, включаючи контекстне навчання, семантичні картки, оволодіння морфологією, ситуаційне навчання та ігри. Крім того, у статті розглянуто передові технологічно підтримані стратегії навчання лексики, такі як онлайн-ресурси, мобільні додатки та адаптивні навчальні платформи, призначені для розширення словникового запасу у здобувачів вищої освіти. Через усебічний

аналіз актуальних досліджень стаття висвітлює виклики у засвоєнні лексики та потребу в подальшому вивченні ефективних технік і стратегій розвитку лексичних навичок в англійській мові. У статті наголошується на необхідності використання ефективних технік, які сприяють розвитку мовних знань і мовленнєвих умінь у студентів. У підсумку авторка підкреслює, що застосування інноваційних стратегій для розвитку лексичного складника комунікативної компетентності допоможе здобувачам вищої освіти реалізувати потенціал мови, що вивчається, буде сприяти професійному вдосконаленню та особистісному зростанню.

Ключові слова: *засвоєння мови, словниковий запас, стратегія навчання, техніка розвитку.*

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