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CULTURAL APPROACH OF FOREIGN LANGUAGE LEARNING

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The communicative approach to learning foreign languages became increasingly popular. It involves sharing information and understanding between speakers of different language groups as representatives of different cultures. In such way we can understand the differences in how people from a variety of cultures act, communicate, and perceive the world around them.

Therefore, learning a foreign language has a sociocultural element that helps to understand the essence of the studying and gives you the opportunity to learn the language with its specific rules, norms and traditions of communication. This method of learning extends the mastery of the language in real communication, and increases students' interest a foreign language learning.

So, in order to improve language fluency a person should enrich their cultural knowledge, a lot of the lexical borrowing reflects international developments, that are associated with the great development of communication in the modern world. Different terms and words come from different languages depending on the area of activity.

The intensive use of knowledge of the country's geography is also extremely important in the foreign language learning system, especially at its initial stage. Of course, it is necessary at the beginning of the educational process to read publications in a foreign language, listen to various audio recordings, radio programs, watch movies, TV shows. This will expand the vocabulary and will help learners to discover more about the language of other people and their cultures.

Fiction is a major area of improvement in literary language, a real reflection of people's lives. That is why many linguists and educators consider it as a basis for enriching students' vocabulary, learning a foreign language culture and development

of oral spontaneous speaking skills. The study of phraseologisms is an integral part of mastering a foreign language, as they reflect the history, culture, traditions and values of people.

On the other hand, today, information and communication technologies can be an effective way for students to improve the emotional and mental development. Moreover it will help to develop the perception of different kinds of information of different language groups and bring learner closer to the culture of a foreign-language country.

In addition, it is an opportunity to make the educational process more dynamic, interesting, and open to new experiences. This approach develops observation skills, analytical and critical thinking, and relevant communication abilities which help the learners get rid of peculiar individual and national complexes. Furthermore, teacher or the one who helps you in learning a new language should be not only bilingual but also bicultural, armed with good knowledge of as many cultures as possible.

We can say that English is now one of the key skills for all of us. Therefore, it is important to develop your knowledge of the culture of this language. English is the language of international communication, and the number of non-native speakers of English exceeds by far the number of native speakers. The possibility of interaction in English between two non-native speakers becomes much higher than between a native and a non-native speaker. It is believed that a new approach is needed in language teaching, which takes into account the international status of English and focuses on the necessity of instructional materials that may help students in becoming successful bilingual and intercultural individuals.

Nowadays, culture awareness is an integral part of learning languages so the cultural component becomes a key factor in the foreign language learning process.

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L'Alsace, province de l'est de la France, comprend trois divisions géographiques: la montagne, le vignoble et la plaine du Rhin; le tout partagé en plusieurs régions. L'Alsace commence son histoire dès la période néolithique durant d'environ 1 million d'années. C'est une période de la formation de "terrasse" en Alsace par le Rhin. L'Alsace reste également un point de passage du monde celte. La favorable