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## TEACHING ESP VOCABULARY TO ADULTS USING VISUAL MATERIALS

### ANNOTATION

The article explores the benefits of teaching ESP vocabulary to adults through visual aids, offers practical strategies for implementation, and highlights the importance of adapting visuals to suit the learners' needs. This article reveals various types of visual materials for ESP vocabulary, which can support and enhance language learning process of adult learners.

**Key words:** benefits of teaching, visual aids, practical strategies, adapting visuals, learners' needs, enhance language learning process.

### АННОТАЦИЯ

В статье исследуются преимущества обучения взрослых лексике ESP с помощью наглядных пособий, предлагаются практические стратегии реализации и подчеркивается важность адаптации наглядных материалов к потребностям учащихся. В этой статье представлены различные типы визуальных материалов для словарного запаса ESP, которые могут поддержать и улучшить процесс изучения языка взрослыми учениками.

**Ключевые слова:** преимущества обучения, наглядные пособия, практические стратегии, адаптация наглядных материалов, потребности учащихся, улучшение процесса изучения языка.

### ANNOTATSIYA

Maqolada ko'rgazmali qurollar yordamida kattalarga ESP lug'atini o'rgatishning afzalliklari o'rganiladi, amaliy amalga oshirish strategiyalari taklif etiladi va ko'rgazmali qurollarni o'quvchilar ehtiyojlariga moslashtirish muhimligi ta'kidlanadi. Ushbu maqolada katta yoshdagi o'quvchilarning til o'rganishini qo'llab-quvvatlashi va yaxshilashi mumkin bo'lgan ESP lug'ati uchun turli turdagi vizual materiallar taqdim etilgan.

**Kalit so'zlar:** o'qitishning afzalliklari, ko'rgazmali qurollar, amaliy strategiyalar, ko'rgazmali qurollarni moslashtirish, o'quvchilarning ehtiyojlari, til o'rganish jarayonini yaxshilash.

### Introduction

English for Specific Purposes (ESP) focuses on the specialized vocabulary and language skills necessary for specific fields such as business, medicine, or engineering. Teaching ESP vocabulary can be challenging, particularly for adult learners who often bring a wealth of experience but may struggle with technical terms. One highly effective strategy for engaging adult learners in ESP instruction is the use of visual materials. There are some key points of why visual materials work for ESP vocabulary which mentioned briefly below.

First and the main reason of that question is lies on in enhancing comprehension which refers in humans process visual information more quickly than text alone. Visuals such as charts, diagrams, infographics, and photographs provide immediate context to complex vocabulary. For example, a diagram of a car engine will help automotive engineering students connect vocabulary like "piston," "crankshaft," or "cylinder" to their functions more effectively than text definitions.

Second main thing is supporting retention which gives visual learning aids not only help learners grasp new concepts but also aid memory retention. By associating words with images, adult learners are more likely to recall technical terms during practical application. In ESP, where learners often need to retain specific, field-related terminology, visual materials serve as memory triggers, making learning more sustainable.

More important one is bridging language gaps in teaching adult learners in ESP contexts which may have varying levels of general English proficiency. Visual materials can bridge language gaps, ensuring that even learners with limited English can comprehend and use specialized vocabulary effectively. This is particularly useful in multicultural and multilingual classrooms, where learners may need additional support.

Another key point of visual materials is catering to different learning styles, particularly for visual and kinesthetic learners. Adult learners may find visual approaches more engaging than traditional text-heavy methods, especially if they are accustomed to learning through hands-on experience in their professions. Incorporating visual aids into ESP teaching increases motivation and lowers the anxiety often associated with learning complex terminology.

There are various types of visual materials for ESP Vocabulary which can support and enhance language learning process of adult learners such as diagrams and infographics, photographs and real-world images, charts and graphs, videos and animations, interactive visual tools. In technical fields such as engineering, medicine, or IT, diagrams and infographics can visually map out processes, machinery, or systems.

These tools simplify complex information, allowing learners to see relationships between terms and their practical applications. However, for learners in professions like tourism, fashion, or culinary arts, real-world images provide context for the vocabulary. Photographs of architectural styles, fashion designs, or ingredients help learners connect terms with tangible objects, making learning more relevant and immediate.

Moreover, in business English, financial vocabulary can be daunting. By using charts, graphs, and tables, teachers can visually present data-related terms, helping learners understand vocabulary in a way that is directly applicable to their work environment. In addition, videos can combine visuals, audio, and movement to demonstrate vocabulary in action. For example, instructional videos showing medical procedures can help nursing students understand medical terminology in context. Animations can break down complex processes into step-by-step visuals, which is useful for fields like mechanics or IT.

Furthermore, Modern technology offers interactive tools like digital whiteboards, apps, or virtual reality environments. These tools allow learners to manipulate visuals, such as rotating a 3D model, to explore and internalize vocabulary interactively. This immersive experience is especially beneficial in fields where spatial understanding is key.

### *Results*

Research experience have some results on strategies of effective using visual materials, such as tailoring visuals to learners' needs, pre-teaching vocabulary with visuals, contextualizing vocabulary through visuals, encouraging learner interaction with visuals and blending visuals with other teaching methods. Not all visuals are created equal. Teachers need to consider their learners' professional background, level of English proficiency, and learning preferences when selecting visual materials. For instance, adult learners with a background in medicine might benefit more from detailed anatomical diagrams, while learners in marketing might find infographics illustrating customer behavior more relevant.

Also, before introducing complex texts or tasks, teachers can use visuals to pre-teach vocabulary. For example, showing a labeled diagram of a computer system before discussing technical troubleshooting helps learners build a foundation for understanding the text that follows. Moreover, in ESP, it is crucial that vocabulary is taught in context.

Teachers can present visuals that depict real-life situations related to the learners' field. For instance, showing a video of a business meeting can introduce negotiation-related vocabulary in context, allowing learners to see how terms are used in authentic interactions. However, encouraging learners to actively engage with visuals-such as asking them to label parts of a diagram, interpret data from a chart, or describe a photograph-promotes deeper learning.

This approach encourages critical thinking and ensures that learners are not passively consuming information but actively using it. Furthermore, while visuals are powerful, they are most effective when blended with other teaching strategies. Pairing visuals with discussions, role-plays, or written exercises ensures that learners can apply vocabulary across different modes of communication. For instance, after showing a video on emergency procedures, learners can role-play the situation to reinforce medical vocabulary.

#### *Conclusion*

Using visual materials to teach ESP vocabulary to adults is an effective way to simplify complex terms, boost retention, and cater to diverse learning styles. By selecting relevant, engaging, and contextually appropriate visuals, teachers can make vocabulary learning more accessible and meaningful for adult learners. Visual aids not only enhance comprehension but also provide adult learners with the confidence to use specialized terminology in real-world settings, ensuring their success in their professional fields.

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