

and anyone selling anything to the public dictators, CEOs, advertising executives knows the power of easy-to-remember expressions. I, for one, still believe that ‘It takes a tough man to make a tender chicken.’ Effective ad copy, of course, doesn’t have to be true; it simply has to be catchy. But a well-honed aphorism not only stops us in our tracks; it impedes our moving forward. Even if we don’t immediately buy into it, it can still deliver a wallop: ‘There is no female Mozart because there is no female Jack the Ripper,’ Camille Paglia tells us. Is this worth discussing? Or are we being bamboozled by the phrase’s conspicuous symmetry? True or not, some aphorisms make it hard to imagine anything better ever being said on the subject. . .

‘And herein lies the danger as well as the appeal of the aphorism. A statement can be so well put that its cogency is entirely dependent on its formulation, but as soon as we reflect on it we may come to another conclusion’ [3].

Thus, bringing aphorisms into ESL class helps to form socio-cultural competence of the students and, consequently, to master the foreign language.

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## INNOVATIVE METHODS IN TEACHING ENGLISH FOR ESP STUDENTS

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The purpose of education is not just making a student literate, but adds rationale thinking, knowledge and self sufficiency. That’s why teaching nowadays must include innovative communication methods that impart knowledge. Some innovative methods of teaching could be multimedia, the combination of various digital media types such as text, images, audio and video, into an integrated multi-sensory interactive application or presentation to convey information to an audience.

English as the official language of the entire world is a very tricky language to teach. English is a very old language and has undergone many forms changes from Proto English derived from the Latin and the German culture to the Modern English which was established after in the post Renaissance period. Each version was simpler than previous. Present day English is the simplest adaptation of a very old language and yet it is still difficult to teach this language effectively especially to those who speak English as a second language.

In today's world English is taught in a very orthodox manner. The basic teaching is needed. Teaching the alphabets and the formation of the words is essential and a must. But there is something that is even more important. The students must be able to speak the words and understand their meaning before writing them down. The foundation to teach English can only be taught using the orthodox methods of teaching the alphabets and the words and the rules. But then teaching only the rules is found to be boring by most students and because of this they lose interest in learning the language. When it comes to teaching English for ESP students who already know the basics, the traditional methods generally tend to yield poorer results than innovative methods. This has already been proven by methods implemented like using of stories, poems, movies, books and newspapers etc. These methods help the students learn the language better without them actually realizing and also it keeps their interest.

**Teaching through stories.** Stories form a very integral part of teaching a language. These stories help teach the students about the formation of sentences and how to express their thoughts and a lot of other things and they help in keeping the students interest alive as the story ends. It is something that every student wants to know. A story is supposed to appeal to the creative part of the brain. It helps students be more imaginative, by trying to visualize the things that are happening inside the story. The story will help them to learn the language as they will be enacting it by dialog which they will themselves extract from the stories and also modifications can be made to the plays to help the students be more interactive and creative.

**Teaching through conversations.** Conversations are by far the most useful ways of teaching the language. Conversations form a very important part of the teaching process. The sentence construction and the grammar is not something that can be entirely taught by rules. They have to be taught intuitively. That can only happen through a lot of reading and a lot of listening. This can be taken care of easily as every conversation needs a topic. The topic can be given to the students in form of written documents which they have to read, then form an opinion and then have a conversation about it or it can be spoken out and then they can listen, understand and also take part in the conversation. The participation and other aspects of the conversation can always be evaluated through points which will also push the students to take part in the conversation. These conversations have to be general. They have to happen as if friends are talking to each other. This way the students are comfortable in expressing themselves in the best possible way. This process may take some time but in the end it would be the most efficient one in teaching the language.

**Teaching through games.** This is a very interesting method of teaching. Students generally tend to like games and want to play them more and more. Traditional methods dictated for study and games to be separate but the fact remains that the students tend to be more interested in playing games rather than sitting down to study. The games part of learning would help the students keep their interest as the desire to win is very strong. It keeps us going and when included with different aspects of learning the learning process would continue almost throughout the day without the children getting tired or bored of studying.

**Teaching through competitions.** Most of the times competitions like debates also help the students a lot in learning the language as the aspect of the competitions keep them at the best in conversations. It forces them to use the best possible construction of sentences to put forward their opinions and to use good vocabulary etc. This is a very important tool in helping them learn the language. Also these competitions help them address large crowds which is again is a very important part of personality development.

**Teaching through creative assignments.** Assignments help the students learn something on their own and most of the times they have to research on something then write something up on it. This method of approach is very appropriate for sciences and engineering although when it comes to languages the students should be given assignments in which they have to modify something that already exists. If the students are just given assignments like „write a story or a poem or a report“ then most of the students crack because not everyone can come up with a story or even if they come up with one they cannot write it down. In such case the students should be given the base knowledge and data and then ask them to modify the data, for example the students can be given a base story and then ask them to modify a part of it. This engages their creativity and also helps them overcome their difficulty of writing.

**Teaching through multimedia.** Multimedia sources like songs, movies, TV series, magazines, newspapers play a very vital role in improving our language. This method should be used in the final stages of learning as that is the only place where there is no scope of damage as most of the movies and songs etc. use colloquial English most of the times which is grammatically wrong. It is very important that the students understand that fact so that they do not use that form of the language in their everyday usage. Apart from that this source is very helpful as it does not feel like education. This is something that the students will do in their spare time. The songs are the best way to communicate, how to use a language, to express their feelings. Movies are a very common past time but apart from that most of the times they are also very instructional and educational.

**Conclusion.** The languages play a very important role in our lives. They help us express our emotions. They help us to communicate and hence are the prime tools to express who we are. Thus the knowledge of a language and its proper utilization is very important as it defines us. Since English is the official language of this world it is of utmost importance that this language has to be taught in such a way that it will help us not just to speak and write and listen but to communicate. That is purpose of the language and that is what it must be used for.

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