

THEORETICAL FOUNDATIONS FOR ENHANCING MOTIVATION TO LEARN ENGLISH AMONG NON-SPECIALTY STUDENTS

Koshayeva Sansabila Kamiljanovna

Junior Research Fellow

Nukus State Pedagogical Institute

koshayovasansabila@gmail.com

ABSTRACT

This study explores the theoretical basis for enhancing motivation among non-specialty students in learning English. It examines intrinsic and extrinsic motivational factors and reviews educational theories applicable to language learning. A framework is proposed to develop strategies tailored to non-specialty students in higher education, with a specific focus on the socio-cultural context of the Republic of Karakalpakstan. The findings emphasize the importance of contextualized and interactive approaches in fostering sustainable motivation for English language acquisition.