

Cultural Influences on Language Learning Motivation

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Abstract. This article explores how cultural factors influence motivation in language learning. It examines various cultural dimensions, such as individualism versus collectivism, and their impact on learners' attitudes and motivation. The study draws on cross-cultural research to highlight differences in motivational strategies and outcomes among learners from diverse cultural backgrounds. The findings suggest that understanding cultural influences is crucial for developing effective motivational strategies in language education, ultimately enhancing learner engagement and success.

Keywords: Language learning motivation, Cultural influences, Cross-cultural research, Individualism, Collectivism

Introduction

Motivation is a critical factor in language learning, and understanding its cultural underpinnings can enhance educational practices. This article investigates the role of cultural influences on language learning motivation, analyzing key cultural dimensions such as individualism versus collectivism. By reviewing cross-cultural research, it highlights how these dimensions affect learners' attitudes and motivation, leading to varying outcomes in language acquisition. The study underscores the importance of tailoring motivational strategies to align with cultural contexts, thereby promoting greater engagement and success in language learning.

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