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THE INTEGRATION OF TECHNOLOGICAL TOOLS WITHIN THE COMMUNICATIVE FRAMEWORK FOR FOREIGN LANGUAGE ACQUISITION IN HIGHER EDUCATION

Olesia Shtaniuk
PhD in Philology
Assistant Professor
Ukrainian and Foreign Languages Department
Ternopil Ivan Puluj National Technical University
Ternopil, Ukraine

In today's globalised world being able to speak another language is more important than ever. It helps you to communicate and understand other cultures. In higher education, the communicative approach is the most common way of teaching languages, thus students learn by using the language in real situations and contexts. At the same time, technology has changed education. It has made it easier to use new tools and resources to teach languages. This article looks at how technology and the communicative approach work together in foreign language learning at university. It explains how these two things are connected and what this means for language teaching and learning. The communicative approach is based on the idea of communicative competence, which was first put forward by M.Canale and M.Swain in 1980 [2]. This covers grammatical competence, sociolinguistic competence, discourse competence and strategic competence. This holistic view of language proficiency emphasises the ability to effectively convey and interpret messages in diverse social and cultural contexts. At the same time, integrating technology into language education aligns with constructivist theories of learning, which emphasise active engagement, collaboration, and authentic experiences. By providing learners with access to authentic language materials, opportunities for interaction, and personalised feedback, technology complements the communicative approach by scaffolding learners' language development and promoting learner autonomy.

Technological advances have transformed language education, by offering a variety of tools and resources to enhance the learning process [1]. Below we will look at some of the key modalities and their contribution to language learning in higher education.

Multimedia resources cover a wide range of materials, including videos, audio recordings, interactive simulations and digital textbooks. These resources

provide students with authentic language and give opportunities to practice listening, speaking, reading and writing skills in a range of contextually relevant situations. For example, watching foreign films with subtitles allows students to learn about natural language usage and cultural nuances, and interactive language learning apps provide engaging vocabulary and grammar exercises.

Online platforms are really important for helping people learn languages outside of the classroom. Websites like *Duolingo* and *Rosetta Stone* offer interactive lessons and exercises that are tailored to the level of the learner and their learning objectives. Virtual language exchange communities like *Tandem* and *HelloTalk* connect learners with native speakers all over the world – so they can practise their language and exchange ideas with people from different cultures. These platforms help learners to learn together and to communicate in the target language.

Virtual classrooms use video conferencing technology to let students and teachers chat and work together in real time. Platforms like *Zoom* and *Google Meet* let students take part in live discussions, group activities and interactive language exercises from anywhere with an internet connection. Virtual classrooms help teachers reach students all over the world, which makes language education more accessible and inclusive.

Mobile applications have totally transformed language learning by giving learners access to learning materials and interactive exercises whenever and wherever they want [3].

Language learning apps like *Babbel* and *Memrise* offer games, flashcards and quizzes to keep learners engaged and reinforce language skills. Mobile apps are suited to self-directed learning and personalised study plans, so learners can practise language skills at their own pace and convenience. Furthermore, new developments in mobile technology, such as augmented reality (AR) and virtual reality (VR), provide immersive language learning experiences that simulate real-world contexts and scenarios.

New technology, including artificial intelligence (AI) and natural language processing (NLP), could make language learning more personal and adaptable. AI-powered language learning platforms can analyse learners' performance data and give them targeted feedback and suggestions for improvement. NLP technologies can be used to create intelligent language tutors and chatbots that engage learners in natural language interactions and simulate authentic communication scenarios. These advancements have the potential to revolutionize the way languages are taught and learned in the digital age.

In conclusion, technology can help students learn languages in higher education. By using multimedia, online platforms, virtual classrooms, mobile apps, and new technology, educators can create engaging and interactive learning environments that help students learn languages, understand other cultures, and communicate with people from different cultures. As technology keeps on developing, it's really important for educators to keep up with the latest trends

and best practices in technology-enhanced language instruction. This helps to make sure that language education is effective and inclusive for all learners.

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СУЧАСНІ ІННОВАЦІЙНІ ОСВІТНІ ТЕХНОЛОГІЇ В МЕТОДИЦІ НАВЧАННЯ ІНОЗЕМНОЇ МОВИ

Марія Метельська
студентка факультету філології і журналістики
Тернопільський національний педагогічний університет
імені Володимира Гнатюка,
м. Тернопіль, Україна

Світлана Коновальчук
кандидатка педагогічних наук
викладачка кафедри романо-германської філології
Тернопільський національний педагогічний університет
імені Володимира Гнатюка
м. Тернопіль, Україна

Володіння іноземною мовою має важливе значення для міжнародного спілкування. Воно дозволяє не лише вивчати культуру та менталітет носіїв мови, але й розширює наш світогляд. Крім того, це сприяє взаємному духовному збагаченню, оскільки забезпечує обмін знаннями про нашу країну та культуру.

Сучасний світ переживає еру технологій, яка впливає на всі аспекти нашого життя, включно з освітою. Однією з найсуттєвіших змін є використання інформаційних технологій у навчанні іноземних мов. Інформаційні технології змінюють традиційні методи навчання та надають студентам і викладачам нові можливості для ефективного навчання та взаємодії.