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DIGITAL TOOLS FOR ENHANCING PROFESSIONAL LANGUAGE COMPETENCE IN HIGHER EDUCATION

The digital transformation of society has led to the need for continuous improvement of language skills and are highly relevant in today's educational landscape. Digital tools provide new opportunities for learning foreign languages and developing professional communication. This is essential in higher education, business, international relations, and various specialized fields.

Selecting the right digital teaching tool is a task that requires careful analysis. Many factors need to be taken into account, such as the learning objectives, the age group of the students, the resources available, and the individual preferences of the teacher [1].

First of all, it is necessary to define the learning objectives. What result do you want to achieve with this tool? Improve your

grammar, expand your vocabulary, practice pronunciation, or develop communication skills? The age group is also of great importance. More playful and interactive tools are suitable for children and teenagers, while professional platforms may be more useful for adults. It is desirable that the group be homogeneous in terms of language proficiency. Beginners and advanced levels will need different tools [2].

When choosing a learning platform, you need to consider the cost of the tool, the availability of a free version, and the need for additional software. Among the available platforms, you need to choose the one that meets your specific needs. For example, if you need to conduct online lessons, you will need a platform with a video conference function. It is important aspect is that the platform should be intuitive for both the teacher and the students. Today, there are dozens of programs for learning English and other foreign languages [3]. To figure out which ones are the best, you will have to spend a lot of time. After all, you need to download them, click on them and check how suitable they are for certain purposes.

So, the modern world gives the possibility to learn English not

only with the help of a teacher, but also with the help of films, books, applications and chatbots. Chatbots for learning a foreign language appeared recently, but is already popular.

How is a chatbot useful for learning English? Chatbot can offer the constant practice. It provides the opportunity to practice English at any time and in any place. Some programs can adapt to the student's level of knowledge and will provide tasks and exercises that meet his needs and goals. Students can use a chatbot at a convenient time and pace. It will help improve various skills such as grammar, vocabulary, pronunciation and listening and provides feedback and instructions on errors, which helps to grow in speaking [4].

However, AI still has its limitations, which make it unable to completely replace a teacher. Here are some key limitations of artificial intelligence in language learning:

First, the lack of human intuitive understanding: AI operates with data and algorithms, but it does not have the ability to understand the context, emotions, and cross-cultural nuances that can be important when learning a foreign language. A teacher can explain complex issues and tailor lessons to the needs of each student.

Second, the inability to adapt to individual needs: AI can offer standard lessons and exercises, but it cannot tailor lessons to the level and needs of a specific student. A teacher can develop an individual approach, taking into account the characteristics of each student.

Third, limitations in developing speaking skills: AI can help a student improve his or her comprehension and written language skills, but developing speaking skills requires practice and feedback, which only a teacher can provide.

Fourth, limitations in assessment and motivation: AI can provide assessments and statistics on progress, but it cannot motivate and inspire a student the way a teacher can do through example and support.

Digital tools are playing an increasingly important role in developing professional language competence. They provide new learning opportunities, making the process more interesting and effective. However, it is important to remember that digital tools should complement, not replace, traditional teaching methods.

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