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**IDENTIFICATION OF MODERN APPROACHES AND
INNOVATIVE TECHNOLOGIES IN THE FORMATION OF
PROFESSIONAL LANGUAGE COMPETENCE
OF STUDENTS**

In today's context of globalisation, information society and rapid development of digital technologies, the issue of developing students' professional language competence is of particular relevance. On the one hand, the integration of innovative technologies into the educational process helps to expand language capabilities and improve the quality of communication, on the other hand, it necessitates the adaptation of traditional pedagogical methods to the new requirements of the labour market. According to the Ministry of

Education and Science of Ukraine, the last decade has seen a growing interest in interactive teaching methods that allow students to actively engage in the language learning process through the use of multimedia resources, video conferencing, electronic testing and specialised platforms. Modern research confirms that the use of such tools helps to increase the efficiency of language learning by 20-25% compared to traditional approaches, as documented in the reports of several European educational agencies. [1].

Innovative technologies, such as artificial intelligence systems, adaptive learning platforms and applications using virtual and augmented reality technologies, not only improve the quality of teaching, but also personalise the learning process to meet the individual needs of each student. According to a study conducted in 2021 as part of the European Union's Smart Education project, the integration of adaptive systems into language courses led to a 30% increase in student satisfaction and a 15-18% increase in academic performance. It is also worth noting that the use of mobile language learning apps such as Duolingo, Babbel or LinguaLeo is gaining popularity among young people, which indicates a paradigm shift in

traditional classroom learning. In Ukraine, according to a survey conducted in 2024 year university students, about 68% of respondents confirmed that mobile applications have become an integral part of their language learning, which contributes to the development of not only lexical skills but also oral communication skills. [3, 7]

The use of online learning platforms that allow for interactive classes with native speakers and industry experts also plays a significant role in the development of professional language competence. For example, Coursera, edX, and Prometheus are actively implementing professional communication courses that meet the current requirements of the labor market. Analysis of data in recent years shows that after the introduction of online courses, students have seen a 25-35% increase in their professional vocabulary, which has a positive impact on their future career orientation and competitiveness in the international arena. At the same time, the integration of online technologies into the learning process opens up new opportunities for intercultural exchange, stimulating the development of communicative competence through direct contact with the language environment, which is especially

important in light of current global challenges.[4]

Along with the introduction of digital technologies, traditional teaching methods are also evolving, taking on new forms and methodological approaches. For example, the project-based learning method, which is being actively implemented in many higher education institutions in Ukraine, allows students to work on real-life cases, use language skills to solve practical problems, and develop comprehensive professional competence. As a result of cooperation between academic institutions and businesses, in particular within the framework of the Language as a Tool for Professional Development project, a number of inter-university programmes have been created that demonstrate an increase in the effectiveness of students' language training by 18-22%. The implementation of such projects is supported by concrete data: according to surveys conducted in 2023-2024, years 75% of participants reported a significant improvement in professional communication skills after taking integrated courses using modern methods and technologies.

It is particularly important to introduce a system of continuous professional development for teachers specialising in foreign

languages. Professional development of teachers through participation in international seminars, webinars and trainings contributes not only to updating methodological approaches but also to the introduction of advanced technologies in the educational process. According to research conducted in 2024 with the support of the European Training Foundation, more than 80% of teachers who participated in professional development programmes believe that modern technologies significantly expand opportunities for effective learning and contribute to the formation of high professional language competence. This creates additional prerequisites for the formation of an education system that can adapt to the rapidly changing requirements of the modern labour market and ensure a high level of competitiveness of Ukrainian specialists at the international level. [5]

Thus, modern approaches and innovative technologies are an integral part of the process of developing students' professional language competence. The combination of digital tools, interactive teaching methods and traditional approaches allows for a flexible environment that promotes not only the acquisition of language knowledge but also the development of critical thinking, creativity

and adaptability to change. Real-world data from both research projects and the practice of educational institutions show an increase in learning effectiveness, which is confirmed by both an increase in student performance and their positive attitude towards the integration of innovations into the learning process. Thus, the introduction of modern approaches to the formation of professional language competence is becoming a key factor in ensuring high quality education that meets the current requirements of socio-economis development and global integration.

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