

ЛИХНО Михайло Олексійович,
студент другого курсу, спеціальності
«Інженерія програмного забезпечення»,
Державний університет інформаційно-
комунікаційних технологій

(м. Київ, Україна)

ЮРКОВСЬКИЙ Максим Дмитрович,
студент другого курсу, спеціальності
«Інженерія програмного забезпечення»,
Державний університет інформаційно-
комунікаційних технологій

(м. Київ, Україна)

PROMOTION OF INFORMATION TECHNOLOGIES IN EDUCATION

During education, various issues often arise, one of which is the use of innovative technologies to develop the professional language skills of students. The introduction of modern technologies into the learning process is key to the further development of intellectual heritage and future students. It is impossible to continue the development of a nation and its people using only outdated methods and achievements. They must be improved and new methods adopted. The use of Internet resources in the educational process cannot be quickly assessed; it is a vast ocean of knowledge and opportunities. Their use will significantly influence the development of communication between teachers and students. This will greatly help in achieving high results through the personalization of education based on individual and technological approaches. [4]

Foreign languages play an important role in shaping the professional competencies of students and are extremely important, especially in the context of the current crisis and the Verkhovna Rada's approval of a bill on the use of English in Ukraine. Foreign languages are one of the main factors in shaping professional communication between specialists from different countries and levels. The introduction of new technologies into the process of learning a foreign language consists of two aspects: information and communication, and communication and activity. Accordingly, the role of the teacher must change and be rethought in line with the new era of learning. Teachers are becoming mentors who help students navigate the difficult path along new paths that until now were considered only a dream. The most common innovative technologies in foreign language teaching include the project method, Internet technologies for distance learning, and artificial intelligence-based tools. [3]

One of the most effective innovative technologies is the introduction of a hybrid learning model using artificial intelligence (AI) and its tools. This format combines the advantages of face-to-face interaction between teacher and student with the flexibility of digital platforms, while AI acts as a personalized tutor, providing learners with:

- a) Adaptive information for acquiring professional vocabulary and its accessibility;
- b) Modelling of professional situations to test and improve communication skills;

c) Quick and unbiased feedback, which significantly increases independence from the opinions of others and the quality of independent work [5].

The latest methods of developing professional language awareness are based on a comprehensive approach and innovative technologies that ensure a shift from the established Teacher (Leader) – Student (Subordinate) model to contractual, personal relationships. Interactive learning, game-based methods, as well as computer technologies, the use of multimedia ensembles, network sources, various platforms, and video conferencing programs, which contribute to the productive learning of students and the development of skills to freely express thoughts in all types of speech work and further growth in various fields [1].

The rapid development of digital technologies and changes in the educational space require the introduction of innovative educational technologies (including online courses, mobile applications, and virtual environments) for thorough, practical language learning as a crucial means of professional communication. The combination of these tools contributes to the growth of students' motivation, independence, and communicative flexibility, which is an important prerequisite for the formation of competitive specialists. The effectiveness of this approach directly depends on the provision of pedagogical assistance, methodological unity, and adaptation to the personal needs of students [2].

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