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## **MODERN METHODS AND TECHNOLOGIES FOR DEVELOPING LANGUAGE COMPETENCE**

In today's world, where information is a key resource and communication is the primary tool for interaction, language competence plays a crucial role. It is not only a means of exchanging thoughts and ideas, but also the foundation for success in personal, social and professional life.

Language competence is a dynamic system of knowledge, skills, and abilities that allows a person to effectively use language in various communication situations. It is not just knowledge of grammar and vocabulary rules but also the ability to understand the context, consider the characteristics of the interlocutor, and choose appropriate language tools to achieve a communicative goal.

Components of language competence:

- Linguistic competence – knowledge of the language system

(phonetics: knowledge of the sound composition of the language, the ability to pronounce sounds correctly and distinguish them by ear; vocabulary: knowledge of the vocabulary of the language, the ability to use words correctly in different meanings, understanding of phraseological units and idioms; grammar: knowledge of the grammatical rules of the language, the ability to construct correct grammatical constructions);

- Sociolinguistic competence – the ability to take into account the social context of communication (age, gender, social status of the interlocutor), choose the appropriate communication style (formal, informal), and the ability to change one's speech behavior depending on the communication situation;

- Discursive competence – the ability to create coherent and logically consistent texts of various genres and styles, the ability to ensure the semantic unity of the text, and knowledge of the compositional structure of different types of texts;

- Strategic competence – the ability to use strategies to achieve a communicative goal (paraphrasing, clarifying, asking for help), as well as the ability to find a way out of difficult

communication situations (for example, if you don't know a word).

The development of language competence is an important task that requires a comprehensive approach and the use of various methods and technologies. Traditional methods of speech development are the basis for the formation of language competence. They include various approaches and exercises aimed at developing phonetic, lexical, grammatical, and communicative skills [1].

Modern methods of speech development differ from traditional ones in that they are more focused on the active involvement of higher education students in the learning process, creating situations close to real life, and using interactive technologies [2]. Here are some of them:

- The communicative method involves language learning through active communication in real-life situations. Higher education students participate in role-playing games, discussions, debates, which contributes to the development of their ability to spontaneously and effectively use language to achieve communicative goals;
- In project activities, higher education students work on

creating projects that involve the use of speech for research, analysis, and presentation of information. These can be presentations, videos, articles, blogs, etc. [3]. Project activities develop not only speech skills, but also critical thinking, creativity, and the ability to work in a team;

- The case study method involves the analysis and discussion of specific situations that require the use of speech to solve problems. Higher education students learn to analyze information, argue their point of view, find compromises, and communicate effectively in difficult situations [4].

Modern technologies open up unlimited opportunities for the development of language competence. They provide access to a variety of resources, tools, and platforms that help to improve all aspects of speech – from grammar and vocabulary to communication skills and critical thinking [5].

It is important to remember that the development of language competence is an individual process. Each person has their own strengths and weaknesses. Therefore, it is important to identify your needs and choose the methods and technologies that will be most

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effective for you [1].

In today's world, where information is a valuable resource, language competence is a prerequisite for successful professional activity. Language competence provides the opportunity for effective communication, establishing contacts, exchanging information and achieving mutual understanding with other people, and it also contributes to the development of critical thinking, creativity, self-expression and self-confidence [6]. It allows a person to better understand themselves and others, as well as effectively resolve conflicts and find common ground with those around them.

At the same time, the development of language competence requires a comprehensive approach that combines traditional learning methods (literacy learning, working on vocabulary, developing the grammatical structure of speech, forming coherent speech) and innovative methods (communicative method, project activities, game methods, case study method, development of critical thinking). Modern technologies (Internet resources, multimedia, software, virtual reality technologies, artificial intelligence) provide ample opportunities for the development of language competence. They

make the learning process more interesting, interactive and effective [7].

Language competence is an important condition for successful socialization and professional activity of an individual. The development of language competence requires a comprehensive approach that combines traditional and innovative methods, as well as the use of modern technologies. Further research and development in this area will contribute to the creation of effective methods and technologies that will help each person achieve a high level of language competence and success in life.

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