

**ЗАГОРУЙ Іван Васильович**,  
студент, спеціальність  
«Інженерія програмного  
забезпечення», Державний  
університет інформаційно-  
комунікаційних технологій  
(м. Київ, Україна)

## **CHALLENGES TO THE EFFECTIVENESS OF PROFESSIONAL LINGUISTIC COMMUNICATION UNDER CONDITIONS OF INFORMATION AGGRESSION**

In the context of globalization, digital transformation, and educational reforms, the issue of forming professional language competence among students becomes increasingly relevant. Language proficiency today is not limited to mastering grammar and vocabulary; it is an essential component of professional communication, critical thinking, and cultural development. The ability to use language effectively determines the level of professional success, facilitates teamwork, and enhances the quality of information exchange in the workplace [1].

Professional language competence implies not only correct and precise use of linguistic forms but also the ability to apply language tools appropriately in various professional contexts. A modern specialist must be able to analyze, interpret, and create professional texts, conduct effective business communication, and present information clearly and logically [1].

The development of language competence in higher education is based on communicative, activity-based, and competence-oriented approaches. The communicative approach focuses on practical communication skills and the ability to use language as a tool for solving real-life problems. The activity-based approach emphasizes learning through active engagement in tasks that reflect professional activities. The competence-oriented approach ensures the formation of integrated skills that combine knowledge, experience, and values necessary for professional self-realization [2].

Innovative technologies play a crucial role in the process of forming professional language competence. The integration of information and communication technologies (ICT) into education promotes interactive learning, enhances motivation, and supports personalized learning paths. The use of multimedia resources (presentations, podcasts, video materials), electronic educational platforms (Google Classroom, Moodle, Microsoft Teams), and online collaboration tools enables students to learn flexibly and efficiently [2].

One of the key innovations is gamification, which introduces elements of play into the educational process. Using online platforms such as Kahoot, Quizlet, or Duolingo increases engagement, encourages healthy competition, and helps students memorize vocabulary and grammar structures more effectively. Similarly, project-based learning encourages teamwork, problem-solving, and creativity, as students develop communication skills while working on real or simulated professional projects [3].

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A significant role is also played by the use of artificial intelligence tools for language development. Applications like ChatGPT, Grammarly, or DeepL Write assist students in improving writing accuracy, stylistic coherence, and academic integrity. These tools not only support the learning process but also stimulate metalinguistic awareness – the ability to consciously analyze and control language use [4].

Modern educational environments increasingly rely on blended learning, which combines traditional face-to-face instruction with online and self-directed learning. This approach promotes flexibility, accessibility, and continuity of the educational process. Students can work independently at their own pace while maintaining direct interaction with teachers and peers [5].

Creating an interactive language-learning environment helps transform traditional education into a dynamic, practice-oriented process. Interactive methods – such as discussions, debates, simulations, case studies, and virtual classrooms – contribute to the development of communicative competence, creativity, and professional self-expression. Integrating digital and visual resources makes learning more engaging, accessible, and efficient [5].

In conclusion, modern approaches and innovative technologies in the formation of professional language competence of students are aimed at developing critical thinking, creativity, autonomy, digital literacy, and professional communication skills. The effective combination of traditional teaching methods and innovative digital tools ensures a high level of proficiency in the state and foreign languages, preparing students to communicate confidently in multicultural and professional contexts [4].

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