

EFFECTIVE METHODS OF TEACHING FOREIGN LANGUAGES IN THE CONTEXT OF MODERN REQUIREMENTS FOR LANGUAGE EDUCATION

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Abstract: Modern language education is marked by the transition to the digital era, where the teaching of foreign languages is adapted to the latest technologies and methods. Considerable attention is paid to the integration of digital tools and interactive approaches, which open up wide opportunities for increasing the effectiveness of learning and the development of students' language competences. The purpose of the study is the analysis of modern methods of teaching foreign languages and strategies that allow effective language acquisition for intercultural communication. The article examines the practices of using multimedia resources, virtual exchanges, and online courses as important elements of modern language education that meet the dynamic requirements of today. The results of the study indicate the growing role of digital platforms in language education, the importance of adaptive learning and the implementation of interactive technologies for deeper language acquisition. The practical significance emphasizes the need for educational institutions to adapt curricula to changing conditions. Prospects for further research are aimed at analyzing innovative learning environments that promote critical thinking, creativity and students' readiness for effective communication in a multicultural world. The article pays special attention to the prospects for the development of individualized learning methods that provide deep immersion in the language environment and prepare students for solving complex communicative tasks in professional life.

Keywords: interactive technologies, multicultural learning, globalization, digitalization of education, cultural competence, adaptive learning, intercultural communication.

1 Introduction

In the modern world, which is characterized by continuous processes of globalization, the study of foreign languages acquires special importance. According to (Amrullah, 2023), globalization promotes the growth of intercultural interaction, which increases the need for foreign language skills for personal development and professional improvement. Learning foreign languages allows people to communicate freely with representatives of other cultures and integrate into the world economy, politics and education. Thanks to language skills, new opportunities for international business, study abroad and participation in global scientific projects open up. Investing in language education is strategically important for individual personality development, strengthening interstate ties, and promoting peaceful coexistence.

Thanks to the rapid development of digital technologies, the field of teaching foreign languages is undergoing revolutionary changes. According to (Rustan, 2023), the emergence of interactive online courses, mobile applications for learning languages, and virtual classrooms adapts the educational process to the needs of each student. These technologies facilitate access to learning new languages for a wide audience, significantly improve the quality of education, making the learning process dynamic and effective. Didactic materials and teaching methods become saturated and meaningful, which contributes to better language acquisition. Innovative solutions in the field of education make it possible to depart from traditional teaching methods, focusing on the individual needs of students and providing them with more opportunities for independent study.

The growth of international economic cooperation and the integration of economies at the global level puts foreign languages in the center of attention of economic and political activity. The author (Farahi, 2023) believes that knowledge of foreign languages contributes to effective communication between partners, removes barriers in negotiation processes and opens new markets for international companies. Knowledge of

languages significantly increases economic opportunities for firms and corporations, as it is a factor in creating stable and long-term interstate relations. Thus, investments in language education form the human economic potential of the country, which increases its competitiveness in the international arena and contributes to the stabilization of international economic relations.

2 Literature review

Modern requirements for teaching foreign languages focus on the integration of innovative approaches and the use of digital resources for effective learning. Research (Qaddumi, 2023) points to the importance of using multimedia in language teaching, where interactive exercises contribute to better learning of the material. The importance of adaptive learning is emphasized in the work (Rubio-Gragera, 2023), which analyzes the use of digital technologies to individualize learning processes according to the needs of students. According to a study (Otieno, 2023), the effectiveness of the communicative method increases significantly with the help of role-playing and discussion platforms. The study (Suharno, 2023) analyzes the impact of interactive technologies on the effectiveness of language learning. An article (Chaves-Yuste, 2023) demonstrates how the use of virtual teaching aids can improve language skills through the simulation of communicative situations. The scientist (Mitra, 2023) highlights the role of multicultural education in the formation of language competence. According to (Shao, 2023), the inclusion of elements of different cultures in the educational process forms the communication skills of students. The scientist (Cao, 2023) believes that interactive technologies increase students' motivation to learn the language. According to (Resmi, 2023), creative techniques help students practice the language better in real life situations. The article (Eddraoui, 2023) examines the application of gamification in language teaching, where game elements are used to motivate students and engage them in active learning.

The scientist (Belyaeva, 2019) draws attention to the need to integrate the cultural component into the educational process, which includes the study of the culture of the countries of the language. The author (Purnama, 2023) analyzes the impact of intercultural communication on the development of language skills, demonstrating how interaction with native speakers improves phonetic perception and lexical knowledge. In a study (Rodríguez, 2023), online learning opportunities are explored, which allow students from different parts of the world access to quality foreign language courses without the need for physical presence in the classroom. The author (Kruse, 2022) believes that a flexible study schedule provides opportunities to learn the language in a comfortable environment and promotes better learning of the material. The scientist (Belmekki, 2023) notes that the use of international certificates as an assessment of language proficiency is a key factor in motivating students to learn foreign languages and achieve high academic standards. According to (Requena, 2018), assessments allow students to be motivated and provide an objective overview of their skills and competencies. The author (Martínez-Soto, 2023) points to the effectiveness of using online platforms for learning foreign languages that integrate interactive means of communication and cultural exchange between students from different countries. According to the research results (Chaika, 2023), a key aspect of the development of language skills is carried out through real communicative situations.

Analysis (Hnatyshena, 2023) emphasizes that integrating virtual reality into language learning allows students to experience the cultural aspects of the language in order to learn the material. According to (Zhou, 2023), the role of investment in the development of language technologies and platforms is difficult to overestimate, as the world increasingly moves towards digitalization. Research (Borrego, 2023) provides insight into modern foreign language teaching methods that use gamification

and interactive exercises to increase motivation to learn. The work (Sun, 2023) emphasizes the need to integrate digital tools into all aspects of language learning, from interactive dialogues to complex language tasks. The importance of an interdisciplinary approach in foreign language teaching is highlighted in a study (Li, 2023), which analyzes the interaction of language skills with other academic disciplines to form an understanding of the material. Taking into account the speed of digital innovations in the field of education, the question arises of the importance of constant monitoring of educational methods and their impact on the development of students' competencies and skills in a global multicultural world.

3 Research goals

The purpose of the study is to analyze the effectiveness of modern methods of teaching foreign languages, taking into account the integration of digital technologies and approaches that meet the requirements of the modern globalized and multicultural world. The research focuses on identifying and analyzing the main challenges and barriers that students and teachers face when learning and teaching foreign languages using digital tools. An important direction is the study of the potential of interactive and adaptive technologies for increasing student motivation. The tasks of the research are the determination of the most effective teaching methods, the analysis of the foreign language market, and the development of recommendations for improving educational programs that integrate digital tools. The practical significance of the research is revealed in the possibility of applying its results to optimize educational processes in educational institutions, contributing to the formation of highly qualified specialists. A promising direction is the study of the ability to effectively communicate in a multilingual, culturally diverse environment.

4 Materials and methods

The research methodology is formed on the basis of an assessment of the current state of the foreign language teaching market and approaches to their implementation. The article uses the method of demographic data analysis to determine the number of people who speak different languages. Characteristic trends in the distribution of language groups were revealed using the statistical databases Ethnologue, UNESCO and Statista, which allowed to obtain the total amount of speakers of each language. The development trends of the language market were studied using statistical processing, and a development scenario was formed. The synthesis method determines the number of people who speak specific languages in different regions of the world. The article develops a methodical approach to the analysis of the foreign language market, where relevant data from educational institutions and online platforms are studied. The methods used include the collection of big data and the application of analytical tools to study trends in the growth of demand for the use of digital technologies. The next stage was the outline of promising directions for the use of interactive platforms for teaching based on changes in demand. Abstracting from primary data to understandable trends allows teachers and educational institutions to adapt their training programs to the needs of the market. The methodological approach is formed in accordance with effective methods of teaching foreign languages, taking into account gamification. The research conducted included an analysis of pedagogical techniques and the use of digital platforms used for language learning. The influence of interactive methods, mobile applications and digital platforms on student engagement and motivation has been determined. The study demonstrates how modernizing teaching methods can improve the effectiveness of language learning. The main factors contributing to the optimization of educational processes were identified by the deductive method. The conducted research includes an analysis of the impact of globalization on language education and teaching of foreign languages. A comprehensive approach to the study of cultural, economic and technological aspects of globalization is applied, key changes in the needs and methods of language learning are identified. It examines how increased international trade, cultural

exchange, and migration affect the popularity of learning English, Spanish, and Chinese. The used methods of quantitative analysis and modeling made it possible to generalize data on the dynamics and relationships between globalization and language education, which helped to reveal new directions in the development of educational programs. The final stage of the methodology was the formation of relevant conclusions and recommendations regarding modern methods of teaching foreign languages.

5 Results

Formation of a cultural environment for teaching foreign languages is a complex process that requires an understanding of linguistic, cultural, and psychological aspects. The pedagogical process includes the creation of adaptive learning strategies that reflect the cultural characteristics of each language group. When teaching Spanish, for example, it can be important to take into account the variety of cultural nuances that exist between different Spanish-speaking countries such as Spain, Mexico and Argentina. Taking the Chinese language as an example, special attention should be paid to the difference between Mandarin and Cantonese dialects. Understanding which can significantly affect the perception of cultural identity and social contexts. Such an approach requires a perfect knowledge of the language and consideration of cultural traditions, which includes the study of history, customs and even religious beliefs.

Globalization intensively affects processes in language education, increasing the need for a multicultural approach to language teaching. The increase in international contacts requires educational systems to be more flexible in their approaches to teaching foreign languages. Curricula should therefore adapt to rapid changes in the world economy and politics, integrating aspects of intercultural communication and multilingualism. According to the World Bank, the role of foreign languages in international economic cooperation and global integration challenges educational institutions to teach languages as elements of further economic integration. Educators educate students in skills that will allow them to function effectively in an international context. The total number of speakers by different language groups is shown in Figure 1.

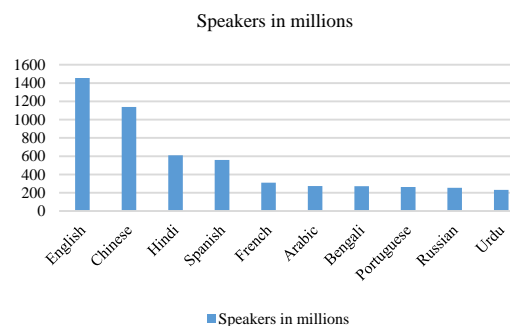


Figure 1. The most spoken languages worldwide in 2023 (by speakers in millions)

Source: Compiled based on Statista data.

In 2021-2022, after the Covid-19 pandemic, digital technologies took a leading role in shaping the cultural environment of foreign language teaching. The use of interactive technologies and digital resources transform traditional teaching methods. The use of Moodle online platform tools allows you to create a motivating learning environment where students can learn the language through interactive exercises and real communicative situations. Digitization of education based on the principle of US universities, where cultural communications are widely used, make the language learning process effective and enjoyable.

Attracting investment in the field of education, especially in the era of digitalization, is a decisive factor in the creation of innovative educational platforms and private teaching tools.

Investors who understand the potential of the digital education market are investing significant resources in developing platforms that can provide students with access to quality educational resources from anywhere in the world. For example, the platforms Coursera and Udemy became popular during 2022-2023 thanks to investments that allowed them to develop foreign language courses that include video lessons, interactive tests and educational games. Appropriate platforms contribute to the globalization of education by providing access to resources without the limitations that existed in traditional education systems. Private initiatives also play a significant role in shaping the educational services market. Companies specializing in the production of software for learning languages, such as Rosetta Stone or Duolingo, attract investments to develop personalized learning approaches that adapt to the individual needs of users. These platforms use Big Data and automation to create courses that optimize the learning process and ensure more effective language acquisition. Financial investments make it possible to improve the quality of education and provide infrastructure that will be available to a wider range of students. The general trend of the foreign language teaching market is shown in Figure 2.

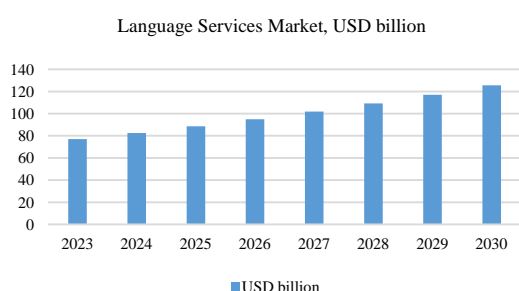


Figure 2. Language Services Market

Source: Compiled based on data from the Vision Report

The market for learning foreign languages shows rapid development, which is confirmed by the projected growth of its volumes. According to data for 2023, the market volume is estimated at 77.01 billion US dollars, and the forecast for 2030 shows growth to 125.61 billion US dollars. This growth can be explained by the increase in global integration and the need for intercultural communication, which stimulates the demand for learning foreign languages. An important role in this process is

played by the introduction of the latest technologies that make education more accessible and effective. The development of the market stimulates the emergence of new enterprises and startups that offer innovative solutions for educational needs. For example, startups in China are developing mobile apps for learning languages, offering users personalized learning tracks, gaming elements and tools to communicate with native speakers. Investors from Europe and the USA see great potential in these innovations, as they offer effective solutions for fast and convenient language learning, adapted to the modern rhythm of life.

The development of curricula for the training of foreign language teachers is critically important in response to the growing demand for quality language education. Modern educational institutions around the world actively integrate into their programs courses that focus on teaching methodology, psycholinguistics, cultural studies and the use of interactive technologies. The appropriate approach enables the teacher to improve his professional skills and effectively respond to changes in the educational needs of students from different cultures. Teacher training programs include professional development modules that provide opportunities for continuous learning and self-improvement. The importance of such programs lies in the fact that they help teachers stay at the forefront of educational trends and pedagogical innovations, which is necessary to maintain a high level of teaching quality.

For effective teaching of foreign languages, it is necessary to create a culturally sensitive learning environment that contributes to linguistic and cultural enrichment of students. Teachers should use methods that emphasize the importance of the cultural context of the language, including the use of cultural artifacts, literature, films, music, etc. The use of materials in the context of digitization has the advantage of helping students better understand how language is used in the daily lives of its speakers. Holding thematic events such as cultural evenings or language immersion programs, where students have the opportunity to communicate with native speakers in an informal atmosphere. Appropriate measures help reduce the cultural barrier and stimulate integration into the language environment, which is the key to the development of intercultural communication skills. Modern methods and approaches to teaching foreign languages with the help of digital technologies are depicted in Table 1

Table 1. Modern methods of teaching foreign languages with the help of digital technologies

Method	Description	Application in practice	Educational platforms
Communicative approach	Emphasis on the use of language in real contexts supports the development of speaking and listening skills.	Use of role plays, discussions and simulations.	Duolingo, Babel, Rosetta Stone
Immersion in the language	Full immersion in the language environment, which promotes rapid learning.	Education exclusively in a foreign language, without translation into the native language.	FluentU, Language Immersion Online Programs
Blended learning	A combination of online resources and traditional classroom activities.	Interactive courses with teachers and independent study using Internet resources.	Coursera, EdX (with language courses), Udemy
Design method	Development of language skills through the implementation of specific projects.	Creating presentations, websites or blogs in a foreign language.	Tandem, HelloTalk (for communication in projects)
Gamification	Using game elements to increase motivation and learning efficiency.	Language games, quizzes, competitions for speed or accuracy.	Duolingo, Memrise, Language Learning with Netflix
Learning through content	Language learning through academic subjects or interests that require immersion in content.	Courses that are taught in a foreign language but deal with a specific topic, such as history or science.	MIT OpenCourseWare, Khan Academy (in various languages)

Source: compiled by the author

Interactive technologies have become a necessary tool in the modern teaching of foreign languages. The use of interactive whiteboards, mobile applications, online platforms and virtual games enriches the educational process and makes it more exciting and effective. Digital technologies enable teachers to create dynamic and interactive learning environments where students can practice language skills in real-world situations.

Interactive technologies promote differentiated learning, allowing teachers to adjust tasks and exercises according to the level of knowledge of each student, which increases the overall efficiency of the educational process. The modern global education market shows a significant increase in demand for qualified teachers of foreign languages. Globalization and the growing mobility of the population encourage people to learn

new languages as a tool to achieve professional and personal development. This demand has created a need for teachers who have a high command of the language and are able to apply specialized teaching methods in the form of immersive learning and a conceptual approach. These methods require teachers to have a deep understanding of the cultural and linguistic aspects of the language, the ability to integrate knowledge into practical teaching. The growing demand for pedagogical specializations pushes educational institutions to develop new teacher training programs that include the study of innovative pedagogical technologies and methods.

Governments and private investors allocate funds to create and support educational initiatives aimed at improving access to language education and expanding language programs. This includes financing open online courses, creating language centers, as well as supporting international scholarship programs that allow students to study foreign languages abroad. Much attention is paid to the development of interactive and innovative learning resources that can provide more effective and engaged learning. Increasing investment in the education sector contributes to the expansion of educational opportunities, supports the creation of a global network of cultural carriers, which leads to better understanding and mutual respect between different cultures.

Therefore, digital technologies and the teacher's personality play a decisive role in the process of teaching foreign languages. Teachers with strong communication skills and emotional intelligence are able to create a motivating and engaging learning environment. Empathic teachers who can establish a digital connection with students increase interest and motivation for learning, ensuring active participation in the learning process. The importance of the teacher's personality also lies in the ability to adapt the educational material to the individual needs and cultural characteristics of students, which is critically important in a multicultural classroom. Teachers who are able to integrate different cultural perspectives and contexts into the educational process contribute to a deeper understanding and mutual respect between students of different nationalities.

6 Discussion

The effectiveness of modern methods of teaching foreign languages and the use of digital technologies are analyzed among scientists. The integration of multimedia tools into the educational process, as stated in (Heinsch, 2023), significantly increases the level of involvement and motivation of students, which is consistent with their own observations. The results obtained in the study reinforce the idea (Blažević, 2023) about the importance of a communicative approach that allows students to use language in real situations. At the same time, analysis (McLoughlin, 2023) points to the positive impact of live communication on deeper cultural immersion. According to (Skevi, 2023), the integration of digital platforms in language learning should be gradual and accessible to every student. A study (Canese, 2023) demonstrates the effectiveness of gamification in learning, which coincides with their own conclusions about the importance of game elements in student motivation. Findings (López-Torres, 2023) confirm the need for teachers' competencies in digital technologies, which will ensure continuous professional development. Analysis (Gonzalez-Torres, 2023) emphasizes the importance of an interdisciplinary approach in teaching foreign languages, which resonates with the results obtained in the conditions of technological globalization. An article (Kassymova, 2023) notes the rapid growth of the foreign language teaching market due to increased investment in the creation of digital educational platforms. The author (Martyushev, 2021) points out the potential of a conceptual approach to teaching a foreign language, which corresponds to its own result. Thus, the discussion among scientists indicates broad support for the introduction of digital tools in education. A comparison with other studies made it possible to outline the potential of digital technologies and the existing limitations of these approaches in teaching foreign languages.

7 Conclusion

Thus, based on the analysis of modern approaches and methods of teaching foreign languages, it can be stated that the integration of digital technologies significantly improves the quality and effectiveness of language education. The use of online platforms, interactive resources and multimedia tools allows students to immerse themselves in the language environment, which is critical for the development of conversational skills and cultural understanding. Adaptive learning systems based on automated technologies contribute to the personalization of the education process and meet the individual needs of each student. Modern teaching methods - gamification and role-playing communications, make the learning process exciting and increase students' motivation to actively participate in the learning process.

It is necessary to take into account a number of challenges and problems facing language education in the digital era. The main ones are unequal access to technology, the difference in digital literacy among students and teachers. It is necessary to strengthen the preservation of the high quality of education with the wide implementation of online formats. There are threats of depersonalization of the educational process, where the lack of direct contact can negatively affect the development of communication skills and the emotional connection between the student and the teacher. In addition, there are challenges related to data security and privacy protection within online platforms. Considering these aspects, language education in the modern world needs a special approach and constant adaptation to global trends and technological changes.

Based on the above analysis, it is recommended to take the following measures to overcome existing problems and improve language education. Above all, it is important to ensure equal access to technology for all students, regardless of their social status or geographic location, in order to reduce the digital divide. It is also necessary to conduct continuous trainings and courses on improving digital literacy for teachers so that they can effectively use the latest technologies in education. An important factor is the development of comprehensive educational programs that integrate digital tools as a supplement to foreign language learning. These steps will help create flexible, adaptive and effective learning environments that can meet the needs of today's information society and globalized world.

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