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## **PERSONALIZED LANGUAGE LEARNING**

In an era characterized by the rapid development of digital technologies, the educational landscape is undergoing a major transformation. This transformation is particularly noticeable in the field of language learning, where personalized approaches are taking center stage in effective pedagogy. The combination of personalized learning strategies and digital tools opens up unprecedented opportunities to tailor language education to the unique needs, preferences, and aspirations of individual students. This work explores the concept of personalized language learning in the context of the modern educational landscape, discussing its theoretical foundations, practical implications, and potential challenges.

Personalized language learning is based on the recognition that learners are active agents in their own educational journey. Drawing on principles of autonomy, self-determination, and learner-centeredness, personalized language learning seeks to empower students to take ownership of their learning process. Central to this approach is the acknowledgment of diverse learning styles, preferences, and abilities among learners, necessitating flexibility and adaptability in instructional practices.

Historically, the roots of personalized learning can be traced back to educational innovators such as Helen Parkhurst, whose Dalton Plan emphasized individualized learning programs tailored to the needs and interests of students. However, it is in the digital age that personalized learning has truly come into its own, facilitated by the proliferation of digital technologies that enable customized learning experiences.

The advent of digital technologies has revolutionized the landscape of language learning, offering a wealth of resources and tools that can be personalized to meet individual learners' needs. From interactive language apps to online multimedia platforms, digital technologies provide learners with unprecedented access to authentic language materials and opportunities for real-world communication.

One of the key advantages of digital technologies in personalized language learning is their ability to cater to diverse learning preferences and styles. Visual learners may benefit from interactive multimedia resources, while auditory learners may prefer podcasts or language exchange platforms. Moreover, digital technologies facilitate adaptive learning pathways, allowing learners to progress at their own pace and receive immediate feedback on their performance (Lavrysh & Lytovchenko, 2022).

Modern language learning transcends the confines of traditional textbooks and classrooms. Pop music videos, engaging social media content, and language exchange platforms provide immersive experiences that initially resemble entertainment or social interaction. However, this seemingly casual engagement offers a hidden benefit: it facilitates the unconscious absorption of new vocabulary, grammar structures, and cultural nuances. This, in turn, triggers a shift in motivation. Initially driven by leisure, students gradually experience a spark of intrinsic desire to learn, propelling them to seek out more challenging content and actively hone their language skills. This seamless integration of entertainment and learning fosters a deeper connection with the language, extending beyond the classroom and into the vibrant realm of authentic communication (Leshchenko et al., 2023).

In practice, personalized language learning manifests through a variety of strategies and approaches aimed at individualizing the learning experience. Teachers

serve as facilitators and guides, empowering students to set their own learning goals, select relevant materials, and assess their progress. Adaptive learning platforms leverage artificial intelligence to tailor content and activities to learners' proficiency levels and preferences, optimizing engagement and retention.

Furthermore, personalized language learning extends beyond the confines of the classroom, encompassing informal learning contexts such as social media, online communities, and immersive language experiences. Learners are encouraged to explore authentic language use in real-world contexts, fostering linguistic and cultural competence beyond the confines of traditional instructional settings.

While personalized language learning holds immense promise, it is not without its challenges. Implementation barriers such as limited access to technology, digital literacy gaps, and institutional constraints may hinder widespread adoption. Moreover, the sheer volume of digital resources available can overwhelm learners, necessitating guidance and support from educators.

In conclusion, personalized language learning represents a paradigm shift in language education, harnessing the power of technology and individual learner differences to create more engaging, effective, and empowering learning experiences. While challenges exist, overcoming them through ongoing research, professional development, and innovative approaches paves the way for a future where language learning is truly personalized, preparing learners for success in a globalized and interconnected world.

#### REFERENCES

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## **INTERACTIVE TECHNOLOGIES IN TEACHING FOREIGN LANGUAGES**

Interactive technologies have become an integral part of modern learning, including foreign language teaching, which can help improve the quality and efficiency of education by making the learning process more engaging.

A fundamental tenet of interactive learning is engaging students through active participation. Interactive technologies for teaching foreign languages entail facilitating speech communication among learners using diverse methods and tools, while considering each student's unique characteristics to accomplish the intended objectives of enhancing foreign language communicative skills (Pometun et al., 2002).

Utilizing personalized learning methods within education offers diverse benefits. These approaches encourage a student-centric approach, departing from standardized teaching to provide tailored and flexible experiences. By catering to individual requirements and interests, personalized learning strategies enhance comprehension and long-term retention of content (Kugai, 2023, 153).