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**THE ROLE OF DIGITALIZATION IN THE EDUCATIONAL
PROCESS AND THE ADAPTATION OF HIGHER EDUCATION
SERVICES TO IT**

Digitalization actively employs digital technologies: Internet of Things, robotics and cyber systems, artificial intelligence, big data, paperless technologies, additive technologies (3D printing), cloud computing, unmanned and mobile technologies, biometric, quantum technologies, identification technologies, blockchain. The consumers of digital technologies include states, businesses, and citizens, which altogether form a digital society — a society that intensively and productively uses digital technologies for its own needs — self-realization, work,

leisure, education, entertainment, as well as for achieving and realizing common economic, social, and public goals.

Digitalization should be considered as a tool, not an end in itself. With a systemic state approach, digital technologies will stimulate job creation, increase productivity, economic growth rates, and quality of life. Digital platforms and mobile apps for language learning such as Duolingo, Babbel, or Rosetta Stone offer an interactive approach to language learning, adapting the educational process to the individual needs of the user. Social exchange platforms like Tandem or HelloTalk allow students to practice languages with native speakers, promoting cultural exchange and expanding linguistic experience [1, 1-2].

Virtual reality and augmented reality in language learning offer an immersive experience, immersing students in a virtual environment where they can use language in a context close to real life. Augmented reality, through apps like Mondly, provides the opportunity to interact with objects and scenarios, enhancing understanding and memorization of new words and phrases [2, 11-12].

Online courses and massive open online courses (MOOCs), such as Coursera or edX, offer courses in foreign languages developed by leading universities and educational institutions around the world. Specialized platforms for language learning, such as iTalki, allow users to take individual lessons with native speakers, facilitating deep immersion in the language environment.

Gamification of the learning process, gamified elements incorporated into the language learning process, increase motivation and engagement of students, making learning more captivating and less monotonous. Gamified apps and platforms provide feedback and recognition of achievements, stimulating users to further their learning.

Adaptive learning and artificial intelligence provide the ability to analyze a student's learning process, adapt educational materials to individual needs and pace of learning. Adaptive systems can offer personalized tasks and activities, optimizing the learning process and ensuring more effective language acquisition [3, 8-10].

Innovative tools in language learning open up new opportunities for students of all ages and levels of knowledge. The use of digital technologies, virtual and augmented reality, online platforms, gamification, and adaptive learning can significantly enhance the effectiveness of the educational process. These tools allow courses to become more interactive and engaging, as well as adapt to the individual needs of each student, which is crucial for maximizing their learning potential. Innovative tools in language learning also contribute to increasing students' motivation, as learning becomes more exciting and less monotonous. They enable students to learn the language in a context that is closely aligned with real-life situations, making the learning process more effective and natural. Additionally, the accessibility of these technologies allows for learning anytime and anywhere, significantly expanding opportunities for self-directed language learning. Adaptive learning, which takes into account the individual characteristics of each student, allows for the creation of personalized learning plans, facilitating more effective assimilation of material. The use of learning analytics helps teachers and students better understand the learning process, identify weaknesses, and work to address them. Challenges in integrating innovative tools into the educational process include ensuring access to modern technologies for all students and the need for teacher training to effectively use these tools in teaching. However, the advantages offered by these tools far outweigh the potential difficulties, making them indispensable in the modern educational process.

In conclusion, innovative tools in language learning play an important role in shaping the global educational landscape, where every student has the opportunity to achieve a high level of language proficiency regardless of their initial level of knowledge or geographical location. This opens up new horizons for personal development and professional growth in the conditions of a globalized world.

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HOW AI IMPACTS THE EDUCATIONAL PROCESS

Artificial Intelligence (AI) has a significant impact on the educational process, transforming teaching, learning, assessment, and the overall educational experience.

AI has the potential to revolutionize education by providing personalized learning experiences, enhancing teaching methods, and streamlining assessment processes. Personalized learning is one of the most significant impacts of AI in the education sector, as it caters to the needs of students by identifying their weak spots,