

programme participants enriched everyone present at the session with new knowledge regarding the use of cutting-edge pedagogical technologies and served as a stimulus for creative exploration and transformation of participants' own teaching systems, improving individual trajectories for professional development and self-realization.

A successful conclusion of the programme was the online day, during which an online meeting of the participants and organizers took place. It was the opportunity for the participants and organisers to summarize their work over the five days and share their impressions, allowing for a reflection. The online meeting was conducted by means of modern methods for virtual meetings, including the use of interactive games and group work. Moreover, online Questionnaire concerning participants' evaluation of Blended Intensive Programme for staff "Innovative Methods for Future Skills" from Vidzeme University of Applied Sciences and the Erasmus+ office served as a format for the reflection on participation in the programme.

Therefore, participation in the staff mobility programme provided conditions to enhance the quality of professional activities, facilitating the development of professional competencies in accordance with contemporary challenges in the educational and sociocultural environment, enabled the application of innovative teaching methods and organization of intercultural communication presented during the program's implementation.

It is particularly noteworthy that participation in the mobility program allowed to expand the worldview, initiate new contacts with the colleagues from many countries, create conditions for professional development, and open opportunities for further collaboration with partners and participation in new creative international projects. Participation in the blended intensive program of international academic mobility "Innovative Methods for Future Skills" under Erasmus+ is highly beneficial, effective, and productive. It permits the acquisition of valuable experience in interpersonal intercultural communication, expands one's professional and cultural perspectives, unveils opportunities for personal and professional self-realization, and ensures an enhancement in the quality of the educational process at Kharkiv State Academy of Culture.

O. Oliinyk

THE IMPACT OF AI ON ENGLISH LANGUAGE LEARNING: BENEFITS, CHALLENGES, AND FURTHER STEPS

O. Олійник

ВПЛИВ ШТУЧНОГО ІНТЕЛЕКТУ НА ВИВЧЕННЯ АНГЛІЙСЬКОЇ МОВИ: ПЕРЕВАГИ, ВИКЛИКИ ТА ПОДАЛЬШІ КРОКИ

Artificial intelligence (AI) technology has taken the field of language learning by storm, revolutionizing the way English students approach their language acquisition journey. In an era characterized by digital innovation and connectivity, the integration of AI tools into language learning has become a popular choice, offering numerous advantages for learners.

The Advantages of Learning English with AI

The adoption of AI technology for learning English has gained momentum, driven by the manifold benefits it offers. Firstly, AI language learning tools provide learners with a flexible and personalized educational experience. These tools offer advanced algorithms

to assess a learner's proficiency level and generate customized lessons that cater to their individual needs and interests.

One of the key strengths of AI-driven language learning is the ability for students to progress at their own pace. They can receive instant feedback on their language skills, enabling them to monitor their improvement over time. This continuous feedback loop is invaluable for tracking progress and staying motivated.

Furthermore, AI offers a comprehensive approach to language learning by enhancing listening, speaking, reading, and writing skills. These tools offer diverse exercises and activities that engage learners and make the learning process enjoyable and effective.

Another remarkable feature of AI language learning platforms is their integration of natural language processing technology. This allows learners to engage in conversations with virtual chatbots, fostering an immersive experience that enhances speaking skills, reduces the fear of making mistakes, and instills confidence for real-life communication.

AI's cost-effectiveness and accessibility are also significant advantages. Online platforms and apps grant learners the flexibility to access language lessons and resources anytime, anywhere, eliminating the need for expensive traditional language courses.

Challenges to Overcome

While the merits of AI in language learning are evident, there are challenges to address. One major obstacle is AI's difficulty in grasping the context and nuances of the English language, particularly with idiomatic expressions, slang, and cultural references.

Real-time feedback on speaking and writing skills may be another hurdle, as AI primarily relies on pre-recorded or pre-programmed responses. Additionally, the potential lack of human interaction could hinder the language learning process. Language acquisition involves not only memorizing vocabulary and grammar rules but also practicing communication with real people.

AI language learning platforms may not be suitable for all learning styles, as some individuals thrive in a more structured and traditional classroom setting. Overreliance on AI alone could lead to an incomplete language learning experience.

AI excels in personalizing and adapting language learning to individual needs. Machine learning algorithms analyze learners' strengths and weaknesses to create tailored learning experiences. The adaptability of AI ensures that learners receive materials and challenges suitable for their current skill level. AI also provides personalized feedback and suggestions for improvement, enhancing the learning process's efficiency.

Acknowledging Limitations

However, it's vital to acknowledge the limitations of AI in language learning. AI tools cannot replicate the level of human interaction and real-time feedback provided by human teachers. They may also struggle with context and evolving language trends.

Overreliance on technology and varying tool quality are concerns that learners must consider when embracing AI for language learning.

A Hybrid Approach to Language Learning

To maximize the benefits of language learning, a hybrid approach combining AI and traditional methods is often recommended. Traditional methods such as attending classes and engaging with native speakers provide essential opportunities for practice and real-life application.

AI complements these traditional methods by offering personalized experiences and a wealth of resources, bridging the gap between convenience and immersive learning.

In conclusion, AI has made significant inroads into the world of English language learning, offering numerous benefits while posing certain challenges. A thoughtful approach to tool selection and a combination of AI and traditional methods can lead to a more holistic and well-rounded language learning journey. By embracing the power of AI in tandem with proven language learning techniques, learners can unlock the full potential of their language acquisition endeavors.

P. Nasirova

THE IMPACT OF GLOBALIZATION IN LANGUAGE TEACHING

П. Насірова

ВПЛИВ ГЛОБАЛІЗАЦІЇ НА ВИКЛАДАННЯ МОВ

Language is a powerful factor. A nation's view of linguistic diversity says a lot about the status in society of people who speak certain languages.

Whether diversity is viewed positively or negatively stems from competing principles that have coexisted throughout our history. The ideology of discrimination and superiority denigrates diversity by treating different groups as insiders against outsiders, giving them differentiating power. The ideology of exceptionalism and domination does not welcome diversity, valuing different groups as insiders and outsiders and giving them different powers.

Diversity is a resource, not a problem. It is important to remember that English language learners need more than language training. This applies to everyone, not just those who speak a language other than English. Our country's long history and linguistic diversity have shown us that knowing more than one language is an advantage, not a disadvantage, especially in an age of globalization and increased migration. There are many benefits of speaking two languages. Every year, millions of native and second language speakers lose their potential to maintain and improve their language skills due to our unwillingness to support mother tongue and foreign language learning, which leads to the underdevelopment of mother tongue skills.

Globalization affects the education system in many ways. It has emphasized the need for reforms in the education system, with special emphasis on the more widespread use of information technologies; bringing efficiency to the education system and giving special attention to scientific research and development. It has also led to debates about changes in cross-sectoral priorities in resource allocation, which has led to inappropriate policy cuts in secondary and higher education. It also favors the privatization of higher education, without realizing the dangerous possibilities of turning the system into a commercial enterprise. Moreover, the internationalization of education, especially higher education, is promoted without taking into account the needs and capabilities of developing countries. Each country must therefore determine the nature and extent of globalization that can be constructively applied to its socio-economic and educational systems. While the temptation to align with the international community is hard to resist, the primacy of national interests must be kept in mind. This is most relevant in the field of education, which is directly related to the development of human capital. Any reckless entry into the global education market could ultimately harm the vital interests of students for future generations.