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THE INTEGRATION OF ARTIFICIAL INTELLIGENCE AND COMMUNICATIVE METHODS IN MODERN LANGUAGE EDUCATION

Soliyeva Mohinabonu Ma'rufovna
Asia International University, Assistant Teacher
of Foreign Language and Social Sciences Department
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Abstract.
This article comprehensively examines the significance of modern approaches in foreign language teaching, with particular emphasis on the integration of artificial intelligence technologies into the educational process, issues of applied linguistics, and the relevance of translation problems in intercultural communication. The author substantiates the possibilities of developing students' communicative competence, ensuring an individualized approach, and enhancing educational effectiveness through the use of innovative methods.

Keywords: foreign language teaching, modern methodology, artificial intelligence, applied linguistics, communicative approach, intercultural communication, translation, digital technologies

In today's era of globalization, foreign language teaching is regarded not only as an essential component of the educational system but also as one of the key factors ensuring the socio-economic development of society. In the modern world, the need for proficient mastery of foreign languages is steadily increasing as a result of the intensification of information exchange, international cooperation, and intercultural communication. Therefore, the necessity arises to abandon traditional methods in the process of foreign language teaching and implement innovative modern approaches whose effectiveness has been proven. In particular, the widespread adoption of the learner-centered education concept serves to fundamentally renew teaching methodology, wherein the learner transforms from a passive listener into an active participant and is placed at the center of the learning process.

Among modern methodological approaches, the communicative approach, task-based learning, and blended learning models are of particular significance. The communicative approach emphasizes the application of language in real-life situations and serves to develop students' speech competence. Task-based learning provides students with the opportunity to learn the language through completing goal-oriented assignments, which develops their independent thinking and problem-solving skills. The blended learning model integrates traditional lessons with digital platforms, thereby increasing the flexibility of the educational process. Through such approaches, students' level of language acquisition improves significantly, as they acquire not only theoretical knowledge but also practical skills.

Within the framework of applied linguistics, the study of problems related to foreign language teaching is also of great importance. The process of language acquisition is a complex psychological and cognitive process that is closely linked to the individual characteristics of each learner. Therefore, it is necessary to take into account the difficulties that arise in second language acquisition, including factors such as psychological barriers, lack of motivation, or limited language environment. Furthermore, the improvement of language competence assessment criteria is also one of the pressing issues. Modern assessment systems should be aimed at determining not

only grammatical knowledge but also communicative ability. This, in turn, makes it possible to render the educational process more objective and effective.

In recent years, the rapid development of artificial intelligence technologies has had a significant impact on the field of foreign language teaching. AI-based applications enable an individualized approach to students, analysis of their knowledge levels, and the provision of adaptive learning materials. For example, through chatbots, students have the opportunity to communicate in real time, which plays an important role in developing their speaking skills. Speech recognition technologies identify pronunciation errors and provide recommendations for correction, thereby enhancing students' phonetic competence. Automatic translation systems assist in understanding complex texts; however, a critical approach is necessary before accepting them as fully reliable sources. It should be emphasized that artificial intelligence tools cannot fully replace the role of the teacher but should serve as a supportive instrument.

Issues of intercultural communication also hold an important place in foreign language teaching, as language and culture are inherently interconnected. In the process of language learning, students must acquire not only grammatical and lexical knowledge but also the cultural characteristics specific to that language. The translation process, in this regard, is a complex and multifaceted activity that requires not only converting words from one language to another but also accurately conveying meaning, style, and cultural context. Certain difficulties arise particularly in the translation of idiomatic expressions, proverbs, and phrases possessing national characteristics. Therefore, translators and language learners should pay special attention to developing intercultural competence.

Overall, implementing modern approaches in foreign language teaching, utilizing the achievements of applied linguistics, integrating artificial intelligence technologies, and deeply understanding intercultural communication serve to enhance educational effectiveness. In the future, the language teaching process is expected to become even more digitalized, individualized, and interactive. Under such conditions, teachers will need to function not only as knowledge providers but also as guides and motivators, while students can develop independent learning skills and become active participants in the global communication process.

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