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EFFICIENCY AND ENGAGEMENT: HOW DIGITAL TOOLS SUPPORT INDIVIDUAL LEARNING STYLES IN LANGUAGE ACQUISITION

Our world is developing very fast. People have invented and mastered the Internet, computers, and artificial intelligence in less than a century. We live in a progressive world where technology develops faster every year.

This fact is mainly true for Generation Z, who are currently studying and getting an education at universities. They are characterized by quick thinking and a structured approach: everything should be minimal but valuable. Therefore, young people choose slightly different methods of learning foreign languages than previous generations. This preference for efficiency and value-driven learning influences their language learning strategies. As a result, individual learning styles become crucial in shaping their approach to mastering a foreign language.

In the research “Individual Learning Styles as a Critical Factor in the Success of Foreign Language Learning among Computer Specialties’ students”, K. Kugai emphasizes that individual learning styles play an important role in learning foreign languages. It is a key factor that affects the speed of learning new material, the effectiveness of language use in professional communication, and overall satisfaction with the educational process (Kugai, 2024, 37).

Various technological tools have been developed to accommodate diverse learning styles and enhance language acquisition. One of these technological applications is Duolingo. It is a simple app that helps us learn languages interestingly and effectively. It has a lightweight interface and unobtrusive design. The main task of this application is to encourage the student to complete tasks in a light and playful way. Analyzing the impact of Duolingo on enhancing receptive and productive language skills and competence, the scientists state that people who used this app for three months significantly improved their foreign language skills (Smith, Jiang, & Peters, 2024). They emphasize that in a short time (about 27 hours of training), users mastered the basis for conversations in Spanish.

Participants also improved their receptive (reading and listening) and productive (speaking and writing) skills. Programs like Duolingo increase productivity and receptivity, as well as help improve grammar and vocabulary. However, researchers note that a single mobile app cannot replace a full-fledged language course.

The Quizlet app is also popular among young people. Although it has a simple interface, its learning specifics differ from Duolingo. Quizlet focuses more on creating associations with words, which helps learn vocabulary. Thanks to the interactive nature of the platform and visual elements, learning becomes more engaging (Özdemir, Seçkin, 2024). However, Quizlet is less focused on learning grammar, mainly on memorizing words.

Thus, new technologies help young people learn foreign languages, including English, faster and easier. However, it is worth remembering that these apps are not substitutes for valuable and practical lessons with a teacher or native speaker. They are designed as an additional tool but cannot become a full-fledged course. So, in learning languages, it is important to strike a balance between the use of technology and traditional teaching methods.

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