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THE ROLE OF SPEECH COACHING IN FOREIGN LANGUAGE LEARNING

Mastering foreign languages has become essential for professional growth, especially in an era of rapid technological progress and international collaboration. Unfortunately, conventional approaches to language teaching often do not consider the specific requirements of professionals in various fields of work. Due to this, there is a growing demand for language coaching, namely, methods that promote language learning with the principles of coaching, autonomy, motivation, and practical communication skills.

First, it is necessary to define what the term “speech coaching” means. Speech coaching is an innovative approach to learning foreign languages based on cooperation between a teacher-coach and a student. This method helps to develop independence and responsibility for one’s results. While learning, the student’s status transforms from an object of the teacher’s teaching activity into an active participant in the learning process (Семеренська, 2020).

Flipped Learning is considered to be one of the modern methods. It implies that the teacher is not obliged to do all the work on his/her own – to prepare or search for video materials, to formulate practical tasks, to advise and check the work. Students can perform some tasks, and the teacher will monitor the organization of the educational process and the presentation of information and provide assistance if necessary (Ковтун, Крикун, 2019).

The “flipped” classroom changes the role of teachers, who abandon traditional lectures in favor of more effective contribution to the educational process. Students who used to be passive participants can become active and responsible learners interested in experimentation. Activities can be student-centered, and their interaction contributes to creating a dynamic educational and scientific work based on the practical study of material through projects. This approach helps to change priorities – from simple perception of information to active mastery of knowledge (Ковтун, Крикун, 2019).

Instead of asking, “How much time and effort should I spend with my students to help them achieve their goals?” the teacher-coach asks, “How much should I step back to allow my students to achieve their goals?”. This technique aims to develop independence, awareness of their own activities, the ability to take responsibility and analyze learning outcomes, as well as stimulate creative thinking and go beyond their

capabilities. Elements of speech coaching in teaching contribute to faster achievement of positive results and better mastery of a foreign language than traditional methods. (Гаркуша, Щеглова, 2021)

In the coaching process, the search for internal resources to achieve the set tasks is carried out using a personality-oriented method. This approach includes open-ended questions (what? how? why?) that promote independent analysis and reflection. The coach does not give students direct instructions, but asking heuristic questions helps them realize the need to complete learning tasks on their own.

The individualized approach also aims to identify students existing working strategies to achieve their goals. For example, a student may have previously used various apps to learn new words and improve vocabulary while learning a foreign language (Kugai, 2024). If this method proved effective in the past, it is advisable to use it again to solve similar problems.

Language coaching is based on a holistic and harmonious approach to organizing students' lives. In this regard, it is important to agree on the final term of study first and then determine the intensity of classes and the amount of homework. The key is for students to realize that the result directly depends on their efforts: the more significant their dedication, the more tangible their progress will be. To do this, it is worth trying a method called "SMART", which stands for the following: S (specificity): the goal should be clearly defined so that it is clear what exactly needs to be achieved; M (measurable): the goal should be such that it can be evaluated through quantitative indicators, which allows you to determine achievement or progress; A (attractive): the goal is pleasant and should be in line with the overall strategy or other goals; R (realistic): the goal should be achievable within the available resources and conditions; T (time-bound): the goal should be placed within a specific time frame, which stimulates concentration and timely implementation. (Paximova, 2021)

Speech coaching helps to solve problems not only at the information and language levels but also at the psychological level. It is aimed at overcoming fears, internal barriers, insecurities, and other factors that affect a student's success in learning and using a foreign language to varying degrees.

As we can see, the scope of responsibility of a teacher-coach is much broader than that of a regular foreign language teacher. They help not only to master language skills but also to realize their hidden abilities and use them effectively. In addition, the process of language coaching helps to eliminate psychological barriers. It stimulates the student to form an internal motivation to learn and improve (Семеренська, 2020).

Thus, speech coaching is crucial in modern foreign language training, offering a student-centered approach that fosters autonomy, motivation, and practical

communication skills. Educators can create a learning environment that encourages responsibility, critical thinking, and personalized goal-setting by integrating coaching principles. Ultimately, this method enhances language proficiency and helps students overcome psychological barriers, empowering them to reach their full potential in both academic and professional contexts.

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MODERN TECHNOLOGIES FOR LEARNING FOREIGN LANGUAGES BY IT SPECIALISTS

Thanks to technology, learning foreign languages has become more relevant and accessible than ever. This is especially true for IT specialists, who often work in international teams and rely on English as the primary language for documentation, communication, and knowledge exchange. The dominance of English in the tech industry makes mastering it essential for professional growth.

The rapid advancement of information and communication technologies (ICT) has transformed various aspects of modern life, including education. One of the key goals of modern education is to equip students with digital competencies, enabling them to