

## INNOVATIVE METHODS, APPROACHES AND TECHNOLOGIES IN TEACHING ENGLISH

R. Sharipova <sup>1</sup>

*Abstract:*

This article discusses which approaches should be applied to achieve effective results in learning English. In particular, modern and innovative teaching methods, the use of artificial intelligence technologies, real-life-based activities, personalized learning systems tailored to students' individual needs, and practical experience in a language environment contribute to making the language learning process more effective. The article provides a detailed analysis of the advantages of these approaches and their impact on learners.

*Key words:* English learning, effective approaches, modern teaching methods, innovative education, real-life-based learning, personalized learning, practical experience.

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In modern education, English teaching methods and approaches have been rapidly evolving, becoming more effective with the help of new technologies. Unlike traditional methods focused on memorization and grammar rules, innovative techniques emphasize active communication, independent thinking, and practical experience. It is essential to recognize that the significance of modern teaching methods in language learning is increasing daily. The primary reason for this is the growing interest and demand for language acquisition. As international relations between countries continue to develop, the need for highly skilled professionals with strong language proficiency is rising yearly. Not only English but also other languages are being adopted as additional languages alongside national languages, making language learning one of the main activities among young people.

Among all languages, English is the most popular among learners, particularly the younger generation. Everywhere we look, we see educational centers specializing in teaching English. In almost every learning institution, English is the most frequently offered foreign language. Considering the increasing demand, educational centers compete with each other to attract students. One institution might claim to teach English from scratch in just six months, while another promises to develop full conversational skills in just one month. But do these advertisements truly meet learners' expectations?

Competition among educational centers can be beneficial as long as it remains healthy and focused on quality education. Since English is relatively easier to learn compared to other languages, it is indeed possible to master it in a short time—provided that the learning process is approached correctly. A proper approach to language learning involves utilizing modern teaching methods and innovative technologies. A well-defined goal and the right methodology can lead to significant progress in a short time.

Innovative teaching methods also involve adapting to different learning styles and preferences. Not all students learn in the same way, so it's essential for educators to use a variety of techniques to cater to diverse learning needs. Visual, auditory, kinesthetic, and reading/writing learners all benefit from different approaches, and by incorporating a mix of visual aids, audio materials, hands-on activities, and written exercises, teachers can ensure that all students have the opportunity to succeed in learning English as a foreign language [1].

When discussing modern technologies, artificial intelligence (AI) is one of the first things that comes to mind. Nowadays, students widely use AI tools to access information and find answers to their questions during lessons. Artificial intelligence has also become a valuable assistant in teaching and learning English, helping learners of all levels improve their skills efficiently. By integrating AI into the learning process, students can receive personalized feedback, practice speaking with virtual tutors, and enhance their writing skills with AI-powered grammar checkers. These advancements not only make language learning more accessible but also significantly increase its effectiveness. In conclusion, combining modern teaching methods with innovative technologies ensures that learners achieve their goals faster and more efficiently, making the process of mastering English more engaging and productive.

Technology in Education Methods.

Technology integration into education has transformed teaching and learning processes, making them more efficient and engaging. Tools such as learning management systems (LMS), virtual classrooms and AI-based tutoring platforms revolutionize how educators deliver content and interact with students. For instance, LMS platforms like Google Classroom streamline lesson planning, assignments and assessments, while virtual

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<sup>1</sup> Ro'za Sharipova Bobir qizi, Student of Samarkand State Institute of Foreign Languages

classroom tools like Zoom or Microsoft Teams facilitate remote learning and collaboration. AI-driven tools like Khan Academy provide personalized content tailored to individual student needs, offering targeted support for various learning levels.

#### Benefits of Technology Integration.

The use of technology in education enhances accessibility, personalizes learning experiences, and enables the delivery of interactive and engaging content. These advancements ensure that students from diverse backgrounds and with varying needs can effectively participate and succeed in their educational journeys.

#### Personalized and Adaptive Learning Techniques.

Adaptive learning is an innovative approach that uses data to tailor educational content to meet each student's unique pace, strengths and weaknesses. Platforms like Smart Sparrow allow educators to design adaptive courses, while tools like DreamBox Learning specialize in math-focused adaptive education.

#### Advantages of Adaptive Learning.

Adaptive learning addresses diverse learning styles, ensures individualized attention and empowers students to progress at their own pace. This approach fosters deeper understanding and promotes a more inclusive and effective learning environment by catering to each learner's specific needs. These innovative techniques demonstrate how technology and adaptive methods are reshaping education, paving the way for more personalized, accessible and impactful learning experiences [2].

Innovative methods and technologies make English language teaching more interactive, engaging, and effective while enhancing the quality of the learning process. Modern educational approaches increase students' interest in language learning and help strengthen their knowledge and skills. Through artificial intelligence, digital learning platforms, and innovative methods, the educational process becomes more flexible and personalized, allowing students to acquire the language more quickly and efficiently.

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