

References

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THE IMPORTANCE OF FOREIGN LANGUAGES

At the current stage of the human community development, the need to learn a foreign language becomes very important. Foreign language is a means of intercultural communication in various spheres of human activity (politics, economy, culture, social sphere, etc.), a means of mutual understanding of people, countries, social systems and the generalization of the achievements of national cultures in the development of universal human culture, enrichment with spiritual values created by different people and humanity as a whole, a means of intercultural interaction.

It should be noted that a foreign language is a special subject that is significantly different from other subjects studied at a higher educational institution. The final result of the process of learning a foreign language is not only relevant knowledge, but also formed practical skills and skills of oral and written speech activity. Mastering a foreign language is impossible without familiarization with the

culture of the country, with the mentality of the people, that is, future specialists need to learn not only the language itself, but also the image of another world, the way of thinking of people who live in this world and use language to communicate.

The role of a foreign language in society has changed today, because it has turned from an educational subject into an important element of the modern education system, a means of achieving professional realization of the individual. At the current stage of the development of society, knowledge of foreign language professional and business communication skills are a qualitative characteristic of a specialist. Foreign language communication not only contributes to effective international communication and cooperation at the professional and personal levels, but also plays a positive role in ensuring the general development of specialists, expanding their worldview, deepening knowledge about the surrounding world, about people who speak a given foreign language, their customs, mentality, peculiarities of national culture, etc., and also promotes the development of all mental processes: perception, attention, imagination, thinking. In the process of learning a foreign language, the personality of the future specialist is nurtured as a whole, as well as the formation of individual professional and personal qualities necessary for the professional development of a specialist.

The trend of the importance of educational influence on young people by studying the culture of the countries whose language is being studied has been felt in society. It is increasingly possible to hear a foreign language on television and radio; people who grew up in one national culture learn the essential facts, norms and values of another national culture. A positive attitude towards the country and its people is formed. In these conditions, the language being studied is a source of educational values. Cultural and ethical norms of behaviour characteristic of native speakers, rules and norms of speech behaviour can and should be learned together with the language.

Thus, the positive role of having the knowledge of oral and written skills of foreign language communication by modern specialists is that these skills can be used as a means: providing access to any kind of information, its distribution, regardless of

state borders; familiarization with the research of the latest world achievements; awareness of the existence of a variety of cultures and civilizations, ways of their interaction in the intercultural world space; implementation of international cooperation in various fields, which contributes to finding common ways to solve common human problems, avoiding international conflicts; overcoming national and cultural limitations in various spheres of society's life; development and upbringing of personal and professional qualities of a specialist.

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AI-BASED EDUCATIONAL PLATFORMS FOR LEARNING ENGLISH

Artificial intelligence, or AI, is technology that enables computers and machines to simulate human intelligence and problem-solving capabilities [1]. The term artificial intelligence was created in 1956, but AI has become more popular today thanks to increased data volumes, advanced algorithms, and improvements in computing power and storage. AI works by combining large amounts of data with fast, iterative processing and intelligent algorithms, allowing the software to learn automatically from patterns or features in the data. AI is a broad field of study that includes many theories, methods and technologies [2].

AI is transforming the way that students learn in the digital age. By using machine learning recommendation systems, AI-powered tools can provide personalized learning experiences by tracking progress and adapt the task or game accordingly to make it more challenging or easier. Technological solutions based on artificial intelligence that can help organize the educational process include various