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MODERN INNOVATIVE AND DIGITAL TECHNOLOGIES AS A FACTOR IN ENHANCING THE QUALITY OF LANGUAGE EDUCATION IN A NON-LINGUISTIC UNIVERSITY

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Abstract: The article examines the didactic potential of implementing innovative and digital technologies in the process of language teaching in non-linguistic higher education institutions. The role of information and communication technologies, computer tools, and Internet resources in increasing student motivation, developing communicative skills, and optimizing independent learning activities is analyzed. Particular attention is paid to the integration of digital educational tools into traditional foreign language teaching methodology, as well as to the updating of educational content in accordance with the requirements of modern higher education. It is substantiated that the use of innovative technologies contributes to improving the quality of students' language training and expands the didactic capabilities of foreign language teachers in non-linguistic universities.

Keywords: innovative technologies; digital education; non-linguistic university; foreign language teaching; information and communication technologies; student motivation; independent learning; communicative competence.

In the context of the digitalization of modern society, information technologies are actively penetrating all spheres of human activity, including the system of higher education. The impact of digital technologies on the process of language learning is particularly evident, manifested in the expansion of the educational information space and the active use of electronic educational resources by students and teachers of non-linguistic higher education institutions.

Scientific Novelty.

- 1. The role of innovative and digital technologies as a systemic factor in enhancing the quality of language education in non-linguistic universities is substantiated.
- 2. The didactic potential of integrating Internet resources and computer-based tools into the development of students' communicative competence is identified.
- 3. The conditions for increasing students' learning motivation through the use of a digital foreign language environment and interactive educational tools are determined.
- 4. It is demonstrated that updating educational content based on digital technologies is a necessary condition for the effectiveness of language training in the modern higher education system.

Modern information and communication technologies provide interactive interaction between participants in the educational process, enable the assessment and monitoring of knowledge acquired through independent learning, and contribute to the development of students' self-

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education skills. In this regard, there is an increasing need for the active use of computer equipment and mobile devices such as laptops, tablets, and smartphones in language education. A special place among digital resources is occupied by the Internet, which serves as a key source of educational information. Internet resources provide extensive access to audio and video materials, electronic dictionaries and encyclopedias, language reference materials, scientific publications, educational platforms, conference proceedings, and electronic versions of periodicals. The use of these resources contributes to expanding students' cognitive opportunities and developing their information culture.

The integration of innovative educational technologies into the language teaching process in non-linguistic universities promotes the development of stable learning motivation among students. The use of digital tools in preparing presentations, completing project-based tasks, producing reports, and viewing and discussing authentic video materials expands the boundaries of the traditional educational process and makes it more practice-oriented.

Based on modern digital technologies, international language education programs aimed at developing communicative competence are being designed and implemented. Participation in such programs enables students to engage in real foreign language communication with their peers, thereby contributing to the development of intercultural communication skills.

One of the pressing issues in language education at non-linguistic universities remains the insufficient level of student motivation. Despite possessing theoretical knowledge of grammar and vocabulary, many students experience difficulties in oral communication. In this regard, the digital foreign language environment becomes a natural communicative space for students, allowing them to compensate for the lack of real-life speech practice. The use of online platforms, social networks, and multimedia resources creates favorable conditions for the development of communicative skills in an accessible and comfortable format.

It should be emphasized that the implementation of innovative technologies implies not only changes in teaching methodology but also systematic updating of educational content. The use of outdated learning materials may lead to a decrease in student motivation and learning effectiveness. Modern computer technologies provide prompt access to up-to-date information and enable teachers to edit, update, and disseminate educational materials in accordance with educational standards.

The computer, as a teaching tool, occupies a central place in the system of information and communication technologies and serves as an effective means of foreign language instruction. The use of Internet resources provides students with opportunities for visual and auditory interaction with native speakers, as well as exposure to authentic texts, songs, poems, proverbs, tongue twisters, and instructional video materials.

The application of electronic educational resources contributes to the individualization of learning and significantly expands access to academic and educational literature, including rare sources. A promising direction is the creation of educational websites for departments or faculties, which facilitate interactive communication between students and teachers, online testing, discussion of academic issues, and information exchange.

Thus, the systematic and methodologically grounded implementation of innovative and interactive technologies in language teaching at non-linguistic universities contributes to increasing student motivation, developing communicative skills, and improving the overall quality of language education. Effective organization of the educational process requires teachers to possess modern digital and communication technologies with high educational and motivational potential.

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