

Ministry of Education and Science of Ukraine  
Sumy State University (Ukraine)  
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Proceedings

# **STRATEGIC INNOVATIONS OF SOCIAL COMMUNICATIONS AND FOREIGN PHILOLOGY IN CRISIS TIMES**

I International Scientific and Practical Conference

1 June 2024

Sumy State University, Ukraine



Sumy 2024

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The collection includes scientific materials devoted to current problems in the field of distance teaching and learning in the era of digital technologies, in particular in language pedagogy, media innovations, modern translation, ethnolinguistics, stylistics, methods and methodologies of modern linguistic and literary disciplines. The composition of the collection is scientific research on the preservation of national identity and cultural heritage, intercultural communications, psychological theory and practice, sociological research.

For teachers of higher education institutions, graduate students, students, teachers of secondary schools, gymnasiums, lyceums and colleges, all those interested in socio-humanitarian issues.

The materials are printed in the author's editorial

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## APPLYING THE POTENTIAL OF ARTIFICIAL INTELLIGENCE IN FOREIGN LANGUAGE ACQUISITION

In the contemporary technological age, the development of Artificial Intelligence

(AI) has completely transformed foreign language education. AI provides innovative digital resources and tools to learners and educators all over the world. As AI technology continues to advance, the possibilities for AI-driven language learning are boundless, promising an increasingly immersive, engaging, and efficient language learning experience for learners of all levels. One outstanding example of AI is Open AI's Generative Pre-trained Transformer (GPT), which represents a significant advancement in this field. Our study aims to highlight the transformative impact of AI, particularly GPT, on teaching foreign languages.

Various aspects of AI application in the education field have been studied by Frazier, E. et al. (2020), Fryer, L. K. (2017), Gillani, N. (2023), Kochmar, E. (2022), Koldovskyy, V. (2023), Pokrivcakova, S. (2019), Tsai, S. C. et al. (2020) and others. Having reviewed the results of their research and considered our own hands-on experience, we are attempting to outline the potential, limitations and consequences of AI application in educational contexts, particularly for foreign language learners and educators.

The core ability of AI is text generation empowering it to create coherent and contextually fitting language outputs. If to consider foreign language teaching, GPT is adept at producing diverse educational materials such as lesson plans, language-based exercises, quizzes and other learning materials. It can simulate authentic language usage by generating dialogues, facilitating interactive conversations and role-play situations that enhance language immersion for learners.

AI demonstrates satisfactory performance in text translation facilitating foreign language communication by converting text from one language to another. Through the translation capabilities provided by GPT, learners can access foreign language materials and resources in their native tongue, thereby improving understanding and accessibility. AI can assist language educators in developing bilingual teaching materials and adjusting curriculum content to accommodate various linguistic contexts.

One more distinct feature of AI is that it provides advanced resources for automated assessment of comprehension, which include generating questions, evaluating answers, and conducting proficiency tests. Through analyzing learners'

responses and interactions AI can offer immediate feedback and metrics on performance, allowing educators to pinpoint students' strengths and weaknesses and adapt their instruction accordingly.

For foreign language learners AI can facilitate individualized tutoring via adaptive learning algorithms which examine learners' interactions, preferences and performance data to customize instructional content and delivery techniques. Through offering tailored feedback, practice tasks, and additional assistance AI enables learners to advance at their own speed and attain linguistic proficiency.

Language modeling is a foundational task for AI, as it has acquired the ability to predict and produce sequences of words based on contextual information. In foreign language acquisition employing AI-driven language models helps learners make up grammatically correct sentences enriching their vocabulary and developing writing skills. For example, GPT is capable of generating language samples that serve as models for learners to imitate and foster their language production and creativity.

AI assists in the development of pronunciation skills and accent through the speech recognition and synthesis features. By assessing learners' oral speech, AI can offer guidance on accuracy, intonation, and fluency, aiding learners in refining their speaking abilities. AI can also produce audio recordings that simulate native speakers' speech patterns and accents, facilitating listening comprehension and enabling learners to practice authentic pronunciation.

Integrating multimodal elements like audio, video and interactive visual aids enriches language learning experiences and promotes comprehension. AI provides features for creating multimodal content, such as image captioning, summarizing videos and application of augmented reality. By combining text with visual and auditory elements AI accommodates different learning styles and reinforces language learning through multiple sensory channels.

It should be also mentioned that AI enhances collaborative learning by offering features for group discussions, collaborative writing, and project-based tasks. By enabling communication and sharing knowledge among learners, AI can create dynamic learning environment that encourages social interaction and collective

problem-solving.

We have come to the conclusion that AI has revolutionized foreign language education by introducing innovative tools and resources that facilitate acquisition of linguistic fluency and cultural understanding. Among these, GPT stands out as a widely utilized AI tool, providing engaging and effective language learning experiences tailored to the diverse needs and preferences of learners worldwide. GPT supports foreign language educators in text generation, translation, comprehension assessment, language modeling and multimodal content creation. AI can also offer personalized tutoring, foster curiosity and creativity and instill a lifelong passion for language learning.

Though AI presents unique opportunities for foreign language education, some ethical considerations and challenges have to be considered. Concerns about data privacy, algorithmic bias, equal access to technology and subscription fees (to access some innovative tools) underscore the importance of responsible development and implementation of AI-driven language learning solutions. There is also a risk of becoming overly reliant on GPT and potentially disengaging from human interaction which emphasizes the necessity to maintain a balanced approach to language instruction.

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**TESTING IN DISTANCE FOREIGN LANGUAGE LEARNING**

The process of learning foreign languages is challenging and demanding, but to