

THE EFFECTIVENESS OF DIGITAL TECHNOLOGIES IN TEACHING ENGLISH: A COMPARISON OF ONLINE PLATFORMS AND TRADITIONAL METHODS

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Abstract

This article examines the effectiveness of digital technologies in teaching English, with a particular focus on comparing online learning platforms and traditional teaching methods. The rapid development of information and communication technologies has transformed the field of education, creating new opportunities for interactive, individualized, and flexible language learning. At the same time, traditional methods, which emphasize face-to-face interaction and communicative competence, remain highly valuable. By analyzing both approaches, the study highlights their advantages, limitations, and the potential for integration. The findings suggest that the most effective strategy is a blended approach that combines the flexibility and accessibility of digital platforms with the communicative strengths of traditional classroom practices.

Keywords: English language teaching; digital technologies; online platforms; traditional methods; blended learning; effectiveness

Introduction

In today's era of globalization, knowledge of English is not only a means of international communication, but also an important condition for success in the fields of science, technology, business and education. Therefore, improving the methods and tools of teaching English is one of the most urgent issues of the modern education system. Although traditional teaching methods - teaching under the guidance of a teacher, relying on texts, books, blackboards and oral exercises - were effective in their time, their capabilities remain limited in the current fast information age.

In recent years, the development of information and communication technologies has radically changed the educational process. In particular, learning a foreign language through online platforms, mobile applications and digital resources has gained wide opportunities. For example, platforms such as Duolingo, BBC Learning English,

Coursera, Khan Academy provide millions of users around the world with convenient and fast learning opportunities. These platforms provide advantages such as individualizing education, creating conditions for students to work at their own pace, and using various multimedia materials.

Traditional methods have not lost their importance. Direct communication between the teacher and the student in the classroom, live discussions, role-playing games and group exercises play an important role in language learning. In particular, the role of face-to-face communication in the development of communicative skills is invaluable.

The study was conducted based on theoretical and practical approaches.

First, the existing scientific literature, international experience and articles published in recent years were analyzed. In this process, the specific advantages of language learning through online platforms, as well as the opportunities and limitations that arise in comparison with traditional methods, were identified.

Secondly, observation and comparative analysis methods were used in the educational process. The results of students studying through online platforms (Duolingo, BBC Learning English, Coursera, Quizlet, Google Classroom, etc.) and students studying through traditional methods were studied in a comparative manner. This comparison focused on the following criteria:

- The level of development of language skills (listening, reading, writing and speaking);
- Students' motivation and interest in the lesson;
- Ability to work independently and speed of learning;
- The effectiveness of teacher supervision.

Thirdly, students' feedback was also studied through qualitative analysis methods. It was found that while online learning has high indicators of convenience, flexibility and motivation, traditional education has a stronger development of live communication and communicative skills.

A comparison of digital technologies and traditional methods in teaching English shows that both have their own advantages and limitations. Online platforms make the language learning process more flexible, allowing students to study independently and continue lessons anywhere and at any time. This is especially in line with the fast-paced lifestyle and interest in technology of the modern younger generation. Also, the use of

interactive exercises, gamification elements and multimedia makes language learning interesting and effective.

However, there are also some problems with the use of digital technologies. For example, dependence on the Internet, lack of technical capabilities or students' lack of self-control can negatively affect the educational process. In addition, online platforms, since they are mainly focused on individual learning, do not provide enough live communication and real communicative situations.

Traditional methods are more effective in developing socialization, direct communication and teamwork. Direct contact between the teacher and the student, face-to-face discussions and live conversations help to develop communicative skills in language learning. At the same time, traditional lessons can limit students' independence by requiring more time, resources and a strict schedule.

The discussion shows that effective English language teaching today requires a combination of digital technologies and traditional methods. That is, combining independent learning through online platforms with live communication and group exercises in traditional classes gives the best results.

Conclusion

In conclusion, both digital and traditional methods are important in teaching English. While online platforms enhance independent learning, personalized learning, and motivation, traditional methods are effective in developing live interaction and communication skills. The most appropriate approach is a combination of these two methods, which will serve to comprehensively develop students' language skills and increase educational effectiveness.

References

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