

EFFECTIVE ORGANIZATION OF LESSONS USING DIGITAL TECHNOLOGIES

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Abstract: In the digital age, the integration of digital technologies has significantly transformed the teaching and learning of English in higher education. This article examines the effective organization of English language lessons through the use of digital tools such as online learning platforms, interactive applications, multimedia resources, mobile applications, and artificial intelligence-based technologies. The study highlights how these tools enhance learner engagement, interactivity, personalization, and flexibility while shifting the teacher's role from information provider to facilitator and mentor. The findings suggest that digital technologies contribute to improved learning outcomes, increased student motivation, and the development of autonomous and communicative language skills.

Keywords: digital technologies, English language teaching, higher education, interactive learning, mobile applications, artificial intelligence, student-centered learning, digital literacy

Introduction. The 21st century is the era of digital technologies. The integration of digital technologies into education has fundamentally transformed the teaching and learning of all subjects, including foreign languages—particularly English language instruction. Digital technologies are a set of tools that accelerate information exchange between learners and educators and facilitate the organization of the teaching process through visual and interactive methods. These tools include computer software, internet resources, virtual platforms, artificial intelligence-based applications, mobile devices, and other digital instruments.

Digital technologies perform the following functions in education:

- transmission and storage of information;
- creation and use of educational resources;
- organization of distance and independent learning;
- selection of learning materials tailored to students' individual characteristics.

Main part. The implementation of these tools in the educational process contributes to increased teaching effectiveness, improved educational quality, and enhanced student engagement.

There are various forms of digital technologies used in teaching English, which can be classified into the following categories:

1. Online learning platforms

Platforms such as Moodle, Google Classroom, Microsoft Teams, and Edmodo are among the most widely used tools for creating digital learning environments. These platforms perform the following functions:

- uploading lesson materials;
- creating tests and assignments;
- managing assessment processes;
- uploading files and facilitating discussions;
- enabling online communication with students.

For example, through Google Classroom, a teacher can simultaneously upload video lessons, textual materials, and tests related to a specific topic. Students submit assignments on time, while teachers conduct effective monitoring through automated assessment features.

Moodle, on the other hand, is widely used in universities and offers multifunctional modules, course design options, and individual statistical tracking.

2. Interactive tools

Tools such as Kahoot, Quizlet, Mentimeter, and Socrative help create an interactive environment in English language classes. Their main advantages include:

- conducting real-time quizzes;

- increasing student participation;
- enriching lessons with gamification elements;
- reinforcing and revising vocabulary.

Through Quizlet, teachers can create vocabulary lists and activate modules such as *flashcards*, *learn*, *spell*, *match*, and *test*, ensuring interactive reinforcement. Kahoot enables the creation of game-based quizzes in a question–answer format, which is especially effective as a *warming-up* activity at the beginning of a lesson or as a *review* at the end.

3. Video and audio resources

Media platforms such as YouTube, BBC Learning English, and TED Talks play a crucial role in developing listening, viewing, and comprehension skills in English language learning. They serve the following purposes:

- exposure to authentic speech samples;
- learning pronunciation and intonation;
- acquiring contemporary vocabulary;
- developing intercultural competence.

For instance, BBC Learning English offers listening materials at various proficiency levels, phonetic exercises, grammar lessons, and interactive activities. The platform is free and regularly updated. TED Talks contribute to the development of students' speaking culture, public speaking skills, and comprehension abilities. The speech rate, topic complexity, and professional vocabulary help shape advanced language proficiency.

4. Mobile applications

Applications such as Duolingo, Memrise, and HelloTalk are mobile-based tools that are convenient for independent and daily practice. Their advantages include:

- continuous repetition and step-by-step learning;
- interactive language learning environments;
- motivational reward and ranking systems.

Duolingo operates on a gamification-based model, offering daily micro-learning activities including vocabulary, phrases, pronunciation, and translation exercises. Memrise teaches English vocabulary through visual cues and videos, allowing learners to hear words spoken by native speakers. HelloTalk connects language learners with native speakers, enabling written and spoken communication that enhances communicative competence.

5. Artificial intelligence (AI) and chatbots

AI-based tools such as ChatGPT, Replika, and Elsa Speak facilitate the practice, comprehension, and analysis of English communication in a simulated environment. Their distinctive features include:

- creating conditions close to real-life communication;
- automatic checking of word and sentence structures;
- correction of pronunciation and writing errors.

Through ChatGPT, students can write essays, translate texts, ask questions, or engage in conversations in English, effectively serving as a virtual teaching assistant. Elsa Speak specializes in pronunciation improvement by analyzing learners' speech and providing corrective feedback. Replika allows learners to engage in continuous English conversations with a virtual companion, strengthening fluency and confidence.

6. Nearpod

Nearpod is a platform that integrates interactive presentations, quizzes, audio and video activities into a single environment, making it particularly effective for enhancing English lessons. Its key features include:

- real-time live sessions;
- student engagement through interactive questions;
- built-in video and slide editing;
- vocabulary reinforcement games.

In English classes, teachers prepare grammar-focused presentations with embedded quizzes, mini-tests, or video tasks after each section. Students actively participate at every stage, with responses assessed in real time.

7. Canva for Education

Canva for Education is a free design platform that enables English teachers and students to create visual materials and enhance lesson design. Its main features include:

- creating posters, infographics, and flashcards;
- designing video slides and assignments;
- collaborative design projects;
- access to teacher-specific templates.

In practice, students create vocabulary flashcards, design infographics for projects, or present topics aesthetically, developing both language skills and creativity.

8. Mentimeter

Mentimeter is an interactive tool that engages students through polls, quizzes, rankings, and open-ended questions. Its main features include:

- real-time surveys;
- visual representation of students' opinions;
- voting and ranking systems;
- word cloud generation.

In English lessons, students respond to questions such as *“What does communication mean to you?”* using keywords, which appear as a word cloud on the screen. This method is effective for semantic analysis and vocabulary discussion.

9. Voicethread

Voicethread is a multimodal presentation platform that allows communication through slides, audio, video, and text comments. Its key features include:

- creating presentations with audio and video feedback;
- enabling students to express opinions using their own voices;
- fostering interactive discussion environments.

Students prepare topic-related slides and provide audio commentary, while peers respond through audio or written comments, simultaneously developing written and oral skills.

10. Loom

Loom is a screen-recording tool that allows teachers to record lessons, provide explanations, and share content with students. Its main features include:

- simultaneous screen and face recording;
- creation of short instructional videos;
- use as a feedback tool.

Teachers create short grammar explanation videos, while students record their screens and voices during task completion, facilitating effective monitoring of learning outcomes.

11. Trello and Wakelet

Trello is a project and task management tool that supports independent learning and group projects. Its main features include:

- organizing tasks using boards and cards;
- setting timelines and deadlines;
- clear role distribution in group work.

For example, in a *Film Review* project, stages such as *Research*, *Writing*, and *Proofreading* are organized in Trello, promoting collaboration and critical thinking.

Wakelet is a platform for collecting and organizing digital resources such as links, videos, articles, and tasks. Its features include:

- visual storage and sharing of materials;
- use as a digital portfolio;
- centralized project discussion and feedback.

Teachers compile resources related to topics such as the *Present Perfect Tense* and share them with students, who provide feedback or add their own materials. Through these tools, lessons become more multimedia-based, interactive, individualized, and student-centered.

Characteristics of digitally organized lessons

Lessons organized through digital technologies are characterized by:

Flexibility: Students can learn at a convenient time and place.

Personalization: Materials and tasks are tailored to individual proficiency levels.

Interactivity: Students actively participate and express opinions in real time.

Visual impact: Videos, animations, and graphics enhance comprehension.

Immediate feedback: Communication with teachers occurs in real time or online.

For instance, grammar topics explained through visual animations are more memorable than text-only explanations, while pronunciation apps effectively support speaking skill development.

In traditional education, the teacher serves as the primary source of knowledge, whereas in digital education, the teacher assumes the role of a guide, facilitator, and mentor. Students transition from passive recipients of information to active participants who construct and create knowledge.

Digital technologies:

- encourage teachers to implement innovative pedagogical approaches;
- motivate students toward critical thinking, independent inquiry, and creativity;
- expand opportunities for self-assessment and reflection.

Under such conditions, teachers must possess high levels of digital literacy, and students must develop effective self-management skills within digital environments.

Practical examples of digitally based English lessons

Example 1: Interactive grammar lesson (Zoom + Kahoot)

Topic: *Present Perfect vs. Past Simple*

1. The topic is explained via Zoom with examples.
2. Students complete a 10-question interactive quiz on Kahoot.
3. Results are displayed and discussed in real time.

Example 2: Reading and writing skills via Google Classroom

1. An article related to the topic is uploaded.
2. Students read and submit written responses.
3. The teacher provides individual feedback.

Example 3: Vocabulary development using mobile applications (Quizlet)

1. A list of new vocabulary is shared via Quizlet.
2. Students practice using flashcards, matching, and spelling activities.
3. In the following lesson, students construct sentences and complete oral tasks.

Such lessons not only enhance students' knowledge but also increase engagement and active participation.

Conclusion. In conclusion, teaching English through digital technologies has become an integral component of modern education. These technologies provide vast opportunities to modernize the learning process, adapt instruction to students' needs, and improve educational effectiveness. At the same time, both teachers and students must continuously develop digital literacy and remain open to emerging technologies.

In the future, technologies such as artificial intelligence, AR/VR, and gamification are expected to be more widely implemented, further strengthening innovative approaches in education. Therefore, the effective use of digital tools in English language teaching is not only a contemporary necessity but also a crucial step toward building a competitive and high-quality education system.

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