

DIGITAL TRANSFORMATION IN ENGLISH LANGUAGE TEACHING IN HIGHER EDUCATION

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Abstract: This article explores the impact of digital transformation on English language teaching in higher education. The study examines innovative digital tools, pedagogical strategies, and blended learning approaches. The paper provides insights into how digital technologies enhance student engagement, motivation, and language proficiency in university settings. Key findings highlight the effectiveness of technology integration in improving teaching outcomes and learner autonomy.

Key words: Digital Transformation, English Language Teaching (ELT), Higher Education, Blended Learning, Online Learning, Educational Technology, E-Learning Platforms, Learning Management Systems (LMS), Digital Literacy, Interactive Learning

Introduction

The integration of digital technologies in higher education has significantly transformed traditional teaching practices. English language instruction has especially benefited from innovative tools such as online platforms, virtual classrooms, and interactive applications. Digital transformation facilitates personalized learning, promotes student-centered pedagogy, and increases accessibility to educational resources.

Literature Review

Numerous studies indicate that digital technologies improve language learning outcomes. Smith (2020) emphasizes the role of blended learning in increasing student

motivation, while Johnson & Lee (2019) highlight the effectiveness of online platforms in developing listening and speaking skills. Additionally, recent research by Brown (2021) demonstrates the positive impact of virtual classrooms on collaborative learning and learner autonomy.

Methodology

This research adopts a mixed-methods approach, combining qualitative observations and quantitative surveys among university students. Data were collected through online questionnaires, interviews, and classroom performance assessments. The sample includes 120 students enrolled in English language courses across three faculties. Data analysis utilized descriptive statistics and thematic coding to identify key trends and outcomes.

Findings

The study reveals that students who engaged with digital tools demonstrated higher engagement levels, improved pronunciation, and enhanced vocabulary retention. Interactive applications such as Kahoot and Quizlet were reported as particularly effective. Students expressed positive attitudes toward blended learning models, noting increased opportunities for self-paced practice and collaborative activities.

Digital transformation in English language teaching significantly enhances learning experiences in higher education. Integrating online platforms, virtual classrooms, and interactive applications supports student-centered learning, improves language proficiency, and fosters autonomous learning skills. Universities should continue investing in digital infrastructure and professional development for instructors to maximize these benefits.

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