

speakers, giving students the opportunity to practice their language skills and gain insights into the target culture.

Finally, collaboration between language teachers and experts in the target culture can greatly enrich the learning experience. Guest speakers, cultural exchange programs, and field trips offer students first-hand exposure to the language and its cultural practices. Partnering with schools or organizations abroad can provide opportunities for authentic communication and foster cross-cultural understanding. By implementing these strategies, language educators can effectively integrate culture into language learning, helping students develop not only language proficiency but also cultural competence and global awareness.

Conclusions. Language and culture are inseparable, and both play a crucial role in effective communication. By integrating culture into language education, educators can enhance learners' linguistic and cultural competence, preparing them for success in an increasingly interconnected world. While there are challenges in incorporating culture into the curriculum, innovative teaching strategies and the use of technology can help overcome these obstacles.

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A COMPREHENSIVE EVALUATION OF ONLINE TOOLS FOR ENGLISH LANGUAGE ACQUISITION

Анотація. Досліджено роль різноманітних онлайн-ресурсів у вивченні англійської мови. Вивчено платформи, такі як YouGlish, PlayPhrase, Cambridge.org, Word Clouds, Quizlet і TED Talks, та їх вплив на підвищення рівня мовної компетенції. Результати підкреслюють важливість інтеграції інструментів у навчальний процес для оптимізації вивчення англійської мови.

Ключові слова: англійська мова, онлайн-ресурси, навчання, платформи, вивчення.

Abstract. The role of diverse online resources in English language learning is investigated. Platforms such as YouGlish, PlayPhrase, Cambridge.org, Word Clouds, Quizlet, and TED Talks are explored for their impact on enhancing language proficiency. The results underscore the importance of integrating these tools into the educational process to optimize English language acquisition.

Keywords: English language, online resources, learning, platforms, study.

Introduction. In our investigation, we aim to shed light on the crucial role played by various resources in the successful acquisition of the English language. Specifically, we delve into platforms such as YouGlish, PlayPhrase, Cambridge.org, Word Clouds, Quizlet, and TED Talks, all of which offer unique opportunities to enhance language learning.

Our primary objective is to evaluate how these online tools influence the study of English. By thoroughly examining the functionalities and benefits of each platform, we seek to understand their contributions to an improved learning experience.

We propose a systematic approach to assess the effectiveness of these tools. Utilizing platforms like YouGlish for pronunciation and listening skills, PlayPhrase for contextual understanding, Word Clouds for visualizing information, Cambridge Dictionary for terminology definitions, Quizlet for vocabulary acquisition, and TED Talks for exposure to various topics, we adopt a comprehensive methodology. Data collection involves analyzing user experiences and learning outcomes.

In the realm of English language education, each tool serves a distinct purpose. YouGlish emerges as a potent resource for improving pronunciation and listening skills. PlayPhrase aids in contextual comprehension, especially for medical terminology. Word Clouds effectively illustrate textual information and reinforce vocabulary. The Cambridge Dictionary provides comprehensive definitions for medical terms. Quizlet supports vocabulary learning, while TED Talks offer exposure to expert insights in various fields, including medicine. At present, TED platform is one of the richest and most frequently updated sources of instructional videos. This project suggests a great number of talks on the most relevant topics, and they are ideal for students with upper-intermediate levels of English proficiency and above. Most videos are about 20 minutes long, and this is perhaps the only challenge of TED talks, because a teacher virtually has to dedicate the entire lesson to one video. Therefore, TED talks are especially relevant for online instruction (e.g., due to war) and self-paced learning. One more undeniable benefit of TED Talks is that they can be easily integrated into various learning platforms, such as Moodle, Google Classroom and others [1, p. 38]. Thus, TED talks videos can be used in teaching English online at higher educational institutions to improve basic language skills (listening, speaking and writing) [2, p. 181].

Conclusions. Our study concludes that leveraging online resources is an effective strategy for English language acquisition. These tools not only enhance motivation and critical thinking but also foster self-expression among higher education students. The development of creative search abilities further strengthens the case for integrating diverse online resources in language learning. This research contributes valuable insights to the ongoing discussion on optimizing language education through innovative methodologies and technological tools.

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**ЕФЕКТИВНІСТЬ МЕТОДИКИ SHADOWING У ПОКРАЩЕННІ
НАВИЧОК МОВЛЕННЯ СЕРЕД СТУДЕНТІВ ВИЩИХ НАВЧАЛЬНИХ
ЗАКЛАДІВ**

***Анотація.** Дане дослідження аналізує ефективність методики Shadowing для студентів вищих навчальних закладів. Методика дозволяє покращити навички говоріння, вимови та розуміння на слух шляхом імітації мовлення носіїв мови. Розглядаються переваги методики, такі як покращення аудіювання, вимови та словникового запасу. Практика Shadowing допомагає студентам стати більш впевненими у власних комунікативних навичках та досягти успіху у вивченні мов.*

***Ключові слова:** методика Shadowing, навички мовлення, вищі навчальні заклади, покращення аудіювання, комунікативні навички.*

***Abstract.** This article analyzes the effectiveness of the Shadowing technique for students. The method allows students to improve their speaking, pronunciation, and listening skills by imitating native speakers. The advantages of the technique, such as enhanced listening comprehension, pronunciation, and vocabulary enrichment, are discussed. Shadowing practice helps students become more confident in the communicative skills and achieve success in language learning.*