



PEDAGOGICAL OPPORTUNITIES AND ADVANTAGES OF EDUCATIONAL TECHNOLOGIES AND MOBILE APPLICATIONS IN DEVELOPING STUDENTS' COMMUNICATIVE COMPETENCIES

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Abstract. *This article provides an in-depth analysis of the didactic potential of educational technologies in developing students' communicative competencies at higher education institutions. The importance of educational technologies in language teaching is highlighted, specifically focusing on online learning platforms, mobile applications, interactive programs, as well as virtual and augmented reality technologies. The study demonstrates the significance of these technologies in enhancing language learning effectiveness, strengthening communication between students and teachers, fostering students' independent and critical thinking, and developing group work skills.*


Key words: *Digital technologies, technologies, communicative competence, online platforms, mobile applications, communication, virtual, educational, pedagogical*

Introduction:

The rapid development of digital technologies has transformed teaching methods, particularly by enhancing students' communication skills. This presents a significant opportunity in today's global digital economy. In the modern educational process, digital technologies, especially educational technologies, are serving to radically improve the quality of education through their wide range of capabilities. Their implementation in higher educational institutions plays a crucial role in increasing the effectiveness of education and reinforcing students' knowledge and skills. Currently, digital tools are being extensively utilized in activities aimed at developing students' communicative competencies. This article examines the pedagogical potential of digital technologies and their role in cultivating students' communicative competencies.

Pedagogical potential of online platforms and communication tools

The pedagogical potential of online platforms and communication tools plays a crucial role in developing students' communicative competencies. They create numerous opportunities for organizing the learning process in an interactive and effective manner. Online platforms and other communication tools enable students to engage in discussions, exchange ideas, and express their views openly and clearly through interactive communication. These tools establish continuous communication between teachers and students. Such collaboration encourages students to communicate effectively with one another and express their thoughts in a clear, well-reasoned, and concise manner. Additionally, it facilitates greater social and cultural integration processes among students.



On platforms such as **Moodle**, **Edmodo**, **Google Classroom**, and **Canvas**, students can submit their work and receive instructions from teachers on how to complete tasks. They can communicate about projects and assignments in discussion forums, exchange ideas, reach agreements, and develop peer assessment skills. This method ensures quick and effective communication among students, creating opportunities for them to learn more efficiently.

International online meetings and joint sessions organized through video conferencing technologies such as **Skype**, **Zoom**, and **Microsoft Teams** serve as crucial pedagogical tools for developing students' intercultural communicative competence. During these interactions, students familiarize themselves with diverse cultural values, speech styles, communication etiquette, and social norms, while honing their skills in expressing thoughts clearly and appropriately within a cross-cultural context. Moreover, real-time international communication plays a significant role in fostering tolerance, empathy, and open-mindedness, thereby preparing students for global citizenship and professional activities.

Pedagogical advantages of mobile applications

The use of mobile applications such as HelloTalk, Speak Pal, Hallo, and Telegram holds significant didactic importance in developing students' communicative competence. These applications create an authentic language environment for students, enabling them to enhance their oral and written communication skills through real-life interactions. Another noteworthy aspect of these applications is that they offer several convenient features for engaging in live communication with representatives of other nationalities in the virtual world. Users can choose or decline potential conversation partners based on their language proficiency levels.

Hello Talk is a mobile application focused on language learning and communication, designed to simplify and enhance cultural immersion, language practice, and learning in an engaging and intuitive way. It enables users to connect and converse with native speakers from around the globe. (Rosilah & Ulfa, 2024)

Many features can be added to the Hello Talk app, such as grammar, vocabulary, conversation, etc. This app can be instrumental by providing genuine learning materials, linking learners to communities of native speakers, and offering opportunities for language exchange (Rosilah & Ulfa, 2024)

Speak Pal is an English speaking application that supplies the users with free online interaction facilities with the people coming from diverse countries of the world. The eventual objective of the application users benefitting from this application is to practice speaking in order to develop speaking English and overcome the fear of talking. Nevertheless, language and culture so relevant facts that effective communication requires Intercultural Communicative competence. For this reason, Speak Pal also assists to learn about traditions and worldviews of people belonging to other cultures, thus it contributes users to expand their horizon



Conclusion:

Modern digital technologies are a crucial factor in developing students' communicative competencies in the higher education system. These technologies enable the organization of the educational process in an interactive and dynamic manner. Particularly, through online platforms, multimedia resources, social networks, virtual and augmented reality tools, students gain the opportunity to quickly and effectively search for analyze, express opinions and exchange information. Digital tools provide students with ample opportunities to freely express their thoughts, develop communication skills, work in teams, and enhance presentation abilities. Additionally, these technologies facilitate the development of critical and independent thinking, allowing for the adaptation of the educational process to individual student needs. In general, digital technologies have become an integral part of the modern educational environment, viewed not only as a tool for developing communicative competence but also as a strategic resource for increasing the effectiveness of education.

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