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## INNOVATIVE TECHNOLOGIES IN PROFESSIONAL FOREIGN LANGUAGE LEARNING

In today's world, where globalization and international relations play a central role in economics and culture, mastering foreign languages is becoming increasingly important for success in various professions. Learning foreign languages at a professional level goes beyond simply serving food and drinks; it requires excellent customer service, time management, teamwork, and attention to detail. It was found that the effectiveness of pedagogical support in the process of distance learning is achieved by the following conditions: the presence of students' computer literacy, accounting for psychological patterns of perception, memory, attention and age characteristics of students, their individual and personal characteristics, creating psychological comfort. includes the teacher's ability to dialogue through information technology, to find an individual approach to students, the implementation of a specially organized self-control of students and systematic control of the teacher to generalize the knowledge provided in the development of appropriate curricula, students' skills of independent work distance learning [1; 2]. All educational institutions should be better prepared (if necessary) for the transition: from full-time to distance learning. This will protect education and create opportunities for more individualized approaches to teaching and learning.

One of the key innovative technologies in this field is the use of mobile applications and online platforms for foreign language learning. These tools enable learners to study at any time and from any location, making learning more flexible and convenient. They often provide interactive lessons, videos, and audio materials for practicing reading, writing, listening, and speaking. Many apps also specialize in language exam preparation and offer tests and exercises to support the acquisition of necessary certificates.

Another important innovation is the use of Virtual Reality (VR) and Augmented Reality (AR) in language education. VR allows for the creation of immersive language environments where learners can interact with virtual conversation partners and acquire the language in realistic scenarios. AR can be utilized to create visual language dictionaries and interactive learning materials that assist learners in remembering new words and phrases. These technologies make language learning more engaging and effective by providing an interactive approach.

Another crucial aspect of innovative technologies is the application of artificial intelligence and machine learning. These technologies enable the development of programs that analyze learners' language expressions, correct speaking errors, suggest individual tasks to enhance skills, and create personalized learning plans. Machine learning also aids in improving pronunciation and recognizing speech patterns.

Furthermore, innovative technologies in foreign language learning expand opportunities for collaboration and communication between teachers and learners [1,

p.92; 3, p. 84]. Open online language learning platforms allow learners to receive feedback from professional instructors and exchange experiences and learning materials with fellow learners.

In summary, innovative technologies in professional foreign language learning make the learning process more accessible, exciting, and effective. They assist learners in acquiring language skills and open up professional opportunities in a world where language diversity and international relations are of great significance. Innovative technologies transform language learning into an exciting journey that broadens learners' horizons and opportunities.

#### REFERENCES

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#### APPLICATION OF INNOVATIVE METHODS IN THE EDUCATIONAL PROCESS

In the world of rapid technological development and constant changes, the educational process becomes a key factor in the formation of a competitive and flexible individual. Modern challenges require not only an increase in the amount of knowledge, but also creative thinking, critical analysis and the ability to apply the knowledge gained in real situations.

The introduction of innovative methods in the educational process becomes a strategic direction for the development of modern education. Innovation is not limited only to the use of advanced technologies, but also encompasses innovative pedagogical approaches that provide more effective learning and the development of important life skills. The successes achieved in recent years in implementing the latest computer tools in the process of mastering foreign languages require in-depth scientific substantiation of the didactic and methodical principles of their using, the definition of the conceptual basis for creating electronic manuals for out-of-class and