



## THE ROLE OF AI TECHNOLOGY IN ENHANCING ENGLISH LANGUAGE LEARNING

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**Abstract:** *In today's rapidly advancing world, with the increasing demand for AI technology, there's also a growing number of students leveraging this technology to improve their English language proficiency. This article analyzes the role and effectiveness of artificial intelligence technologies in English language learning. In recent years, the demand for AI technology has surged, directly impacting the language learning process. AI-powered platforms offer personalized, interactive, and efficient education. The study discusses the capabilities of platforms like Duolingo, Babbel, Memrise, Loora AI, and TalkPal, as well as the benefits of AI tools in improving pronunciation and vocabulary.*

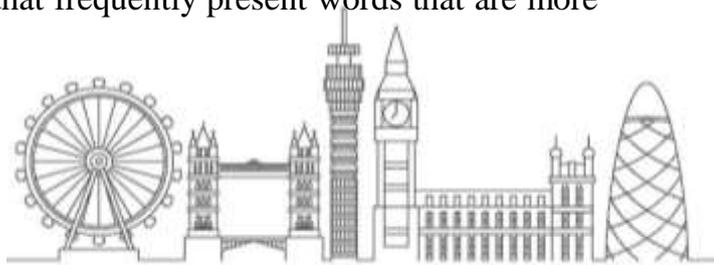
**Keywords:** *AI technology; personalized learning ;chatbot; pronunciation; grammar; Duolingo ;Loora AI; ELSA Speak; TalkPal; Heylama; Lingvist; Babbel; Memrise .*

The demand for AI technology is growing day by day. This technology helps people in various ways and significantly impacts their language learning journey. As English has become a global language, it's natural for the number of English learners to increase. Therefore, learners utilize numerous programs, platforms, and technologies to develop their English skills. Among these, AI technology is the most widespread, and the number of its users is continuously rising. This article highlights the importance of AI technology in improving English language proficiency.

AI-powered tools are fundamentally transforming English language learning. They offer students personalized, interactive, and effective methods. For instance, AI algorithms analyze students' strengths and weaknesses and adjust the material and lesson difficulty levels accordingly. Platforms like Duolingo, Babbel, and Memrise use AI to create personalized learning paths.

Moreover, AI chatbots and virtual tutors enable students to engage in conversations on various topics (such as travel, education, sports, business, and technology). This helps students practice speaking in a mistake-free environment, reducing the fear of making errors and enhancing their fluent speaking skills. Loora AI, TalkPal, and Andy English Bot are very popular in this regard. The number of users on these platforms exceeds 7 million.

Additionally, AI technology greatly assists students in improving their grammar and vocabulary. AI tools instantly identify grammatical errors, sentence structure issues, and vocabulary usage in written and spoken English, providing immediate corrections and explanations. They feature repetition systems that frequently present words that are more





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challenging for the student, ensuring better retention. For example, while Babbel focuses on grammar and vocabulary, Lingvist is renowned for rapid vocabulary acquisition through its repetition systems.

There are several popular AI-powered English language learning platforms available: Heylana is customized for conversational practice, helping develop speaking skills through role-playing. TalkPal assists users in learning to speak fluently through contextual conversations. Duolingo and Memrise are crucial for reinforcing vocabulary using game-based exercises and repetition algorithms. ELSA Speak, on the other hand, specializes in perfecting pronunciation.

As an additional point, a study titled "Artificial Intelligence-based Language Learning" found significant improvements in the oral fluency and pronunciation of EFL (English as a Foreign Language) students in China who learned with AI educational tools. These results demonstrate the effectiveness of AI tools. AI technology is making the English language learning process more convenient, interactive, and personalized. It significantly impacts students' language acquisition through personalized analysis, real-time feedback, and oral practice. It's expected that AI technologies will be even more deeply integrated into the education system in the future.

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