USE OF ARTIFICIAL INTELLIGENCE IN PERSONALIZED LANGUAGE LEARNING

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ABSTRACT

Artificial Intelligence has become a driving force in the modernization of education, particularly in language learning. Traditional instructional approaches often fail to address individual learner differences. AI-based technologies enable adaptive and personalized learning environments that respond to learners' needs. This article examines the role of artificial intelligence in personalized language learning within higher education.

Keywords: artificial intelligence, personalized learning, language education, adaptive systems, educational technologies.

INTRODUCTION

The rapid advancement of digital technologies has significantly transformed educational systems across the world. Artificial Intelligence (AI) plays a crucial role in this transformation by enabling adaptive, data-driven learning environments. In language education, AI offers new opportunities for personalization, flexibility, and efficiency. At the master's level, where students are required to demonstrate advanced academic and professional language competence, personalized learning approaches become particularly important.

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Theoretical Background of Artificial Intelligence in Education.

Artificial intelligence in education refers to the application of intelligent systems capable of performing tasks that typically require human intelligence. These include learning, reasoning, decision-making, and problem-solving. In the context of language education, AI technologies are used to analyze learner behavior, provide automated feedback, and adapt instructional content. Such systems contribute to the development of learner-centered educational models.

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AI Technologies Used in Language Learning.Various AI-based technologies are currently employed in language education. These include intelligent tutoring systems, speech recognition tools, natural language processing applications, and adaptive learning platforms. Speech recognition technologies help learners improve pronunciation and speaking skills, while natural language processing tools support writing and grammar development. Adaptive platforms adjust content difficulty based on learner performance.

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Personalized Learning Models.Personalized learning models aim to adapt educational content, pace, and assessment methods to individual learners. AI-driven personalization is based on continuous data analysis, which allows systems to identify strengths and weaknesses. Through personalized learning paths, learners can focus on areas that require improvement, thereby increasing learning efficiency and motivation.

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METHODOLOGY

This study employs a qualitative analytical approach based on the review of contemporary academic literature related to artificial intelligence and personalized language learning. Scientific articles, conference proceedings, and reports published in international databases were analyzed. The methodological framework focuses on identifying key trends, benefits, and challenges associated with AI-based personalization in language education.

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DISCUSSION

The findings indicate that artificial intelligence significantly enhances personalized language learning by providing adaptive feedback and flexible learning opportunities. However, effective implementation requires careful consideration of pedagogical principles and ethical standards. Teachers play a vital role in guiding learners and integrating AI tools into the educational process.

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Implications for Master's Level Education.For master's students, language proficiency is essential for academic research, international collaboration, and professional communication. AI-based language learning tools support advanced academic writing, discipline-specific vocabulary development, and research presentation skills. Understanding the global role of English further strengthens the relevance of AI-assisted language education.

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CONCLUSION

Artificial intelligence has significant potential to improve personalized language learning in higher education. By creating adaptive and learner-centered environments, AI enhances learning outcomes and learner autonomy. Despite existing challenges, ethical and pedagogically sound integration of AI technologies can contribute to the modernization of language education.

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