

language use, encouraging learners to advocate for inclusive and ethical language practices in media communication. By addressing issues related to language representation, power dynamics, and linguistic discrimination, educators contribute to fostering a more equitable and socially responsible media environment. Sociolinguistic and linguistic approaches in media linguistics education offer a multifaceted framework for enhancing language development and media literacy. By embracing the complexities of language in media contexts, educators can empower learners to become informed, discerning, and ethical consumers and producers of media content, equipped with the skills and knowledge necessary for active participation in today's media-rich and linguistically diverse world.

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THE EFFECTIVENESS OF USING INTELLECTUAL SYSTEMS IN TEACHING ENGLISH TO FUTURE ENGINEERS

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Intellectual systems have revolutionized various fields, and English teaching is no exception. These systems, also known as intellectual tutoring systems (ITS), leverage artificial intelligence and machine learning technologies to enhance the learning experience for students. The introduction of intellectual systems in English teaching has brought about significant improvements in the way students engage with the language. Intellectual systems in English teaching are designed to provide individualized and adaptive learning experiences for students. These systems are equipped with algorithms that analyze student performance, identify strengths and weaknesses, and tailor instructional materials accordingly. By

incorporating natural language processing capabilities, intellectual systems can simulate human-like interactions, enabling students to practice language skills in a personalized and interactive manner. Furthermore, these systems can provide instant feedback and corrections, helping students to identify and rectify errors in real-time. One of the primary advantages of intellectual systems in English teaching is their ability to address the diverse learning needs of students. Unlike traditional classroom settings, where students receive the same instruction regardless of their proficiency level, intellectual systems can adapt to individual learning styles and preferences. This ensures that each student receives targeted instruction and support, maximizing their learning potential. Moreover, intellectual systems can provide continuous assessment and progress tracking, enabling teachers to monitor student performance and provide timely interventions when needed. Another significant benefit of intellectual systems is their potential to foster learner autonomy. By providing students with personalized learning experiences, these systems empower students to take charge of their own learning journey. Students can set their own pace, explore interactive learning materials, and receive immediate feedback, all of which contribute to a more autonomous learning environment. This not only encourages self-directed learning but also enhances students' motivation and engagement with the English language. The introduction of intellectual systems in English teaching has revolutionized the way students engage with the language. These systems offer individualized and adaptive learning experiences, catering to the diverse needs of students. By fostering learner autonomy and providing continuous assessment, intellectual systems empower students to take charge of their own learning and enhance their motivation and engagement. The effectiveness of intellectual systems in English teaching is evident in their ability to maximize learning potential and provide personalized support to students.

Concrete examples:

1. An intellectual tutoring system for English teaching may use speech recognition technology to assess a student's pronunciation accuracy. When a student speaks a sentence, the system analyzes their pronunciation and provides immediate feedback, highlighting any mispronounced words or sounds. This allows students to practice their speaking skills in a personalized and interactive manner, improving their pronunciation over time.

2. In a traditional classroom setting, all students would typically read the same passage or text. However, an intellectual system can adapt to each student's reading level and provide tailored reading materials. For example, a system may analyze a student's reading comprehension abilities through multiple-choice quizzes and use this information to provide articles or stories at an appropriate difficulty level. This

individualized approach ensures that students are engaged and challenged at an appropriate level, promoting their reading skills.

3. Intellectual systems can also provide instant feedback and corrections for writing assignments. For instance, a student may submit an essay to the system, and the system can analyze the essay's grammar, vocabulary, and organization. It can identify common errors and offer specific suggestions for improvement. This feedback allows students to learn from their mistakes in real-time and make revisions, ultimately enhancing their writing skills.

4. Another example is an intellectual system that uses gamification elements to motivate students to practice English. The system may offer interactive quizzes, vocabulary games, or virtual conversation partners. Through these engaging activities, students can develop their language skills while having fun. The system can track their progress and provide rewards or achievements for reaching certain milestones, creating a sense of accomplishment and further motivating students to continue their language learning journey.

5. Intellectual systems can also be used for language exchange purposes. For instance, an intellectual platform can connect English learners with native speakers of English who are also learning their native language. Through chat or video calls, students can practice conversational skills with their language exchange partners. The system can provide suggestions for conversation topics, offer tips on effective communication, and monitor students' progress. This type of interaction not only improves students' conversational English but also promotes cultural exchange and international understanding.

Integrating intellectual systems into English teaching can bring numerous benefits, particularly for future engineers. These systems, powered by artificial intelligence, offer a range of tools and resources that can enhance the learning experience and improve language proficiency. One of the key advantages of using intellectual systems in English teaching for future engineers is the ability to provide personalized learning opportunities. These systems can adapt to individual learning styles and pace, allowing students to focus on areas that need improvement and progress at their own speed. By tailoring the content and activities to the specific needs of each student, intellectual systems can help future engineers develop a solid foundation in English, which is crucial for their academic and professional success. Furthermore, intellectual systems in English teaching can offer a wide array of interactive and engaging learning materials. Future engineers can benefit greatly from the use of multimedia, virtual reality, and gamification, which can make the learning process more enjoyable and effective. For example, virtual reality simulations can provide hands-on experiences related to engineering concepts, allowing students to practice their language skills while also deepening

their understanding of technical subjects. Gamified activities can also motivate and incentivize students to actively participate in their English learning, fostering a sense of competition and achievement.

Lastly, intellectual systems can provide immediate feedback and assessment, which is particularly valuable for future engineers. These systems can analyze students' performance in real-time, identifying areas of strength and weakness. Instant feedback allows students to correct their mistakes and improve their language skills more efficiently. For future engineers, who often work within tight deadlines and need to hone their communication abilities, the timely feedback provided by intellectual systems can be invaluable. It enables them to continuously refine their English proficiency and ensures they are well-prepared for the demands of their future careers. In conclusion, incorporating intellectual systems into English teaching can greatly benefit future engineers. The personalized learning opportunities, interactive materials, and immediate feedback provided by these systems can enhance language proficiency and help students develop the skills they need for success in their academic and professional endeavors. As technology continues to advance, it is essential for educators to embrace intellectual systems and leverage their potential to optimize the English learning experience for future engineers.

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ADVANTAGES AND OBSTACLES OF UTILIZING TECHNOLOGY IN LANGUAGE TEACHING

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Introduction. Various e-learning technologies are accessible for implementation in educational initiatives. Many educational institutions and