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INNOVATIVE TESOL METHODS IN DEVELOPING STUDENTS'
COMMUNICATIVE COMPETENCE

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Abstract: This article examines modern innovative TESOL (Teaching English to Speakers of Other Languages) methods and their role in developing students' communicative competence in the context of digitalization of education. Particular attention is paid to the communicative approach, blended learning technology, task-based learning, the use of artificial intelligence, and digital platforms in English language teaching. The main challenges of traditional foreign language teaching are analyzed and effective pedagogical solutions are proposed, focusing on developing speaking skills, critical thinking, and intercultural communication. **Keywords:** TESOL, communicative competence, English language, digital technologies, blended learning, task-based learning, artificial intelligence, EFL, innovative teaching methods.

Introduction

In recent decades, the global community has placed the individual at the center of the education system. The current educational landscape demands an ever-higher level of personal development for future specialists, who possess knowledge of the latest advances in natural and human sciences and a well-established professional culture, which is unthinkable without a culture of communication. The shift from an information paradigm to one that fosters student independence and cognitive activity is leading to changes in educational technologies, which should be based on ideas of interaction and integration, providing additional opportunities for the development of a person's creative potential. Higher education is increasingly associated with the concepts of "multi-disciplinarity" and "interdisciplinarity." This means that virtually no traditional subject or specialty in its pure form can be in demand, especially by students.

The modern higher education system requires the implementation of innovative methods of teaching foreign languages. In the era of globalization, English has become not only a means of international communication but also a tool for academic and professional mobility. Therefore, TESOL methodology is becoming especially relevant in modern pedagogical science.

The study is based on modern theories of applied linguistics, TESOL methodology, and digital pedagogy. The results demonstrate that the integration of innovative technologies and communicative methods significantly increases student motivation and the effectiveness of English language learning.

Methods

Traditional grammar-based teaching methods no longer meet the requirements of modern society, as they limit the development of students' communicative skills. Today, the priority is developing communicative competence, including linguistic, sociolinguistic, pragmatic, and intercultural components.

Modern research in TESOL emphasizes the need to use digital technologies, interactive platforms, and a student-centered approach. Blended learning, artificial intelligence, mobile learning, and collaborative learning methods play a special role.

Results and discussion

TESOL is a comprehensive system for teaching English to speakers of other languages. TESOL methodology is based on the following pedagogical theories:

- ✓ communicative approach;
- ✓ cognitive learning theory;
- ✓ task-based learning;
- ✓ constructivist learning theory.

The main goal of TESOL is to develop students' communicative competence, not just the acquisition of grammar rules. According to modern

research, an integrative approach combining language practice, digital technologies, and authentic communicative situations is the most effective.

Modern TESOL methods aim to develop all of these components simultaneously. Of particular importance is creating an authentic language environment in which students can use language in real-life communicative situations.

The communicative approach is one of the most effective TESOL methods. The main goal of this approach is to develop the ability to use language in real-life communication. The main principles of CLT are:

- ✓ priority of speaking;
- ✓ use of authentic materials;
- ✓ student interaction;
- ✓ minimization of rote memorization.

Advantages of the method: increased motivation; developed fluency; reduced language barriers; developed intercultural competence.

The task-based learning method is based on completing communicative tasks. TBL stages: pre-task; task cycle; language focus.

Examples of tasks: debates; role-plays; interviews; project work; presentations.

Research shows that TBL promotes the development of critical thinking and problem-solving skills.

Use of Digital Technologies in TESOL. Blended learning combines traditional instruction and online education. Blended learning actively uses: Moodle; Google Classroom; Quizlet; Kahoot; Padlet.

Research on blended learning shows significant improvements in the effectiveness of foreign language learning.

In recent years, artificial intelligence has been actively integrated into foreign language teaching. AI technologies allow: personalization of learning; automation of feedback; development of speaking skills; analysis of student errors.

Modern research confirms the high didactic potential of AI technologies in language teaching. Many educational institutions still rely on the grammar-translation approach, which: reduces communicative activity; limits speaking practice; impedes the development of critical thinking.

Modern TESOL teachers must be proficient in: digital platforms; AI tools; interactive teaching methods.

To improve the effectiveness of TESOL, the following are recommended: integration of digital technologies; use of project-based learning; implementation of formative assessment; development of collaborative learning; creation of a student-centered environment.

Modern English language teaching is impossible without developing intercultural competence. TESOL promotes development of tolerance, understanding of cultural differences, development of a global mindset.

The intercultural component is especially important in the context of international academic mobility.

The analysis shows that innovative TESOL methods increase the level of communicative competence, improve speaking skills, promote the development of critical thinking, increase student motivation, make the learning process more interactive. The most effective methods were blended learning, task-based learning, AI-assisted learning, communicative approach.

Conclusion

Thus, modern TESOL methodology is focused on developing students' communicative abilities and integrating digital technologies into the educational process. Innovative teaching methods can significantly improve the effectiveness of English language teaching and meet the demands of a modern, globalized society.

The use of a communicative approach, blended learning, task-based learning, and artificial intelligence contributes to the development of sustainable communicative competence and 21st-century skills.

Prospects for further research include studying the impact of AI technologies, virtual reality, and adaptive educational platforms on the effectiveness of TESOL.

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