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**ВЛИЯНИЕ ЦИФРОВЫХ ТЕХНОЛОГИЙ НА УСВОЕНИЕ
СЛОВАРНОГО ЗАПАСА: НА ПРИМЕРЕ АНГЛИЙСКОГО ЯЗЫКА**

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В XXI веке цифровые технологии коренным образом трансформировали языковое образование, особенно в области усвоения лексики. В данной работе рассматривается влия-

ние цифровых инструментов на изучение английского словарного запаса с акцентом на их эффективность, преимущества и ограничения. Опираясь на современные исследования и теоретические подходы, автор утверждает, что цифровые технологии значительно улучшают усвоение лексики, повышая вовлечённость обучающихся, обеспечивая контекстуализированный ввод и поддерживая автономное обучение. Вместе с тем подчёркивается необходимость сбалансированной интеграции технологий в педагогическую практику.

Ключевые слова: цифровые технологии, усвоение словарного запаса, изучение английского языка, компьютерное обучение языкам (CALL), мобильное обучение языкам (MALL), автономия учащегося, мультимедийное обучение.

Vocabulary acquisition is widely recognized as one of the most essential aspects of language learning. Without sufficient vocabulary knowledge, learners struggle to understand texts, express ideas, and communicate effectively. Traditionally, vocabulary learning relied heavily on rote memorization, repetition, and teacher-centered instruction. However, these methods often resulted in limited retention and low learner motivation. With the rapid development of digital technologies, the process of learning vocabulary has undergone significant changes. Technologies such as smartphones, language learning applications, online platforms, and artificial intelligence have introduced new ways of acquiring vocabulary. These tools provide learners with access to authentic materials, interactive exercises, and personalized learning environments. This paper aims to explore how digital technologies influence English vocabulary acquisition and to analyze both their benefits and challenges. Vocabulary acquisition can be explained through several theoretical perspectives. One of the most relevant theories is Dual Coding Theory, proposed by Allan Paivio, which suggests that information is better retained when presented through both verbal and visual forms. Digital technologies effectively support this theory by combining text, images, audio, and video.

Another important framework is Constructivist Learning Theory, which emphasizes active learning and knowledge construction. Digital tools enable learners to engage with vocabulary in meaningful contexts rather than passively memorizing word lists. Additionally, Krashen's Input Hypothesis highlights the importance of comprehensible input in language acquisition. Digital platforms provide learners with rich and varied input, making it easier to encounter and learn new vocabulary in context. Numerous studies have investigated the role of digital technologies in vocabulary learning. Research indicates that technology-enhanced environments significantly improve vocabulary retention and learner motivation. For example, Gurbanali R.G [1], states that digital tools increase learners' exposure to vocabulary and promote deeper processing of lexical items.

Djurayeva G X.[2], emphasizes that digital technologies shift vocabulary learning from passive memorization to active usage, which improves communicative competence.

Types of Digital Technologies in Vocabulary Learning

1. Mobile-Assisted Language Learning (MALL)

Mobile applications such as Duolingo, Memrise, and Quizlet allow learners to practice vocabulary anytime and anywhere. These applications often include spaced repetition systems, which are proven to enhance long-term memory retention. MALL promotes flexibility and autonomy, enabling learners to control their learning pace and style.

2. Computer-Assisted Language Learning (CALL)

CALL includes software programs and online platforms that provide structured vocabulary exercises. These tools often incorporate quizzes, flashcards, and interactive tasks that reinforce learning.

CALL environments also provide immediate feedback, which helps learners identify and correct their mistakes.

3. Multimedia Tools

Multimedia resources such as videos, podcasts, and interactive images play a crucial role in vocabulary acquisition. They provide contextualized input, which helps learners understand how words are used in real-life situations. For example, watching English videos with subtitles allows learners to connect spoken and written forms of words.

4. Gamification

Gamification refers to the use of game elements in learning. Features such as points, levels, and rewards make vocabulary learning more engaging and motivating.

Studies show that gamified learning environments increase learner participation and improve vocabulary retention.

5. Artificial Intelligence and Adaptive Learning

AI-powered tools personalize vocabulary learning by adapting content to learners' needs. These systems analyze learners' performance and provide customized exercises. AI also enables features such as speech recognition and instant feedback, which enhance language learning efficiency.

Advantages of Digital Technologies

Digital technologies offer numerous benefits for vocabulary acquisition:

1. Increased motivation: Interactive tools make learning more enjoyable
2. Personalization: Learning materials can be adapted to individual needs
3. Immediate feedback: Learners can quickly correct mistakes
4. Access to authentic materials: Real-life language exposure improves understanding
5. Learner autonomy: Students take control of their learning process

Research confirms that learners using digital tools achieve better vocabulary outcomes compared to traditional methods.

Challenges and Limitations

Despite their advantages, digital technologies also present several challenges:

1. Distractions: Learners may lose focus due to non-educational content
2. Digital divide: Not all learners have equal access to technology
3. Over-reliance: Excessive dependence on technology may reduce critical thinking
4. Lack of guidance: Without proper instruction, learners may misuse digital tools

Therefore, it is important to integrate technology thoughtfully into the learning process. The findings suggest that digital technologies have a significant positive impact on vocabulary acquisition. However, their effectiveness depends on how they are used. Simply using technology is not enough; it must be integrated into a well-structured pedagogical framework. Teachers play a crucial role in guiding students and ensuring that digital tools are used effectively. A combination of traditional and digital methods is the most effective approach.

In conclusion, the integration of digital technologies into English vocabulary acquisition has brought about a profound transformation in the way learners engage with language. Unlike traditional methods that often rely on memorization and repetition, digital tools create interactive, dynamic, and learner-centered environments. These environments not only enhance vocabulary retention but also promote meaningful usage of words in real-life contexts. The most significant contributions of digital technologies is

their ability to provide rich, multimodal input. By combining visual, auditory, and textual elements, digital platforms support deeper cognitive processing and long-term memory retention. Furthermore, tools such as mobile applications, multimedia resources, and artificial intelligence systems enable learners to access personalized and adaptive learning experiences. This level of personalization ensures that vocabulary learning becomes more efficient, targeted, and aligned with individual learner needs. Another important aspect is the role of digital technologies in increasing learner motivation and autonomy. Gamified elements, instant feedback, and flexible learning opportunities encourage learners to take responsibility for their own progress. As a result, students become more independent and self-directed, which is essential for long-term language development. However, despite these advantages, it is crucial to recognize that digital technologies are not a complete substitute for traditional teaching methods. Challenges such as distraction, over-reliance on technology, and unequal access to digital resources may limit their effectiveness. Therefore, the role of educators remains essential in guiding learners, selecting appropriate tools, and creating a balanced learning environment.

From a pedagogical perspective, the most effective approach is a blended model that combines digital and traditional strategies. Such an approach allows educators to maximize the benefits of technology while minimizing its limitations. Teachers can use digital tools to supplement classroom instruction, provide additional practice, and create engaging learning experiences.

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THE IMPACT OF DIGITAL TECHNOLOGIES ON VOCABULARY ACQUISITION: THE CASE OF ENGLISH

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In the 21st century, digital technologies have fundamentally transformed language education, especially in the field of vocabulary acquisition. This paper examines the impact of digital tools on learning English vocabulary, focusing on their effectiveness, advantages, and limitations. Drawing on recent research and theoretical frameworks, the study argues that digital technologies significantly enhance vocabulary learning by increasing learner engagement, providing contextualized input, and supporting autonomous learning. However, the study also highlights the need for balanced integration of technology into pedagogical practices.

Keywords: digital technologies, vocabulary acquisition, English language learning, CALL, MALL, learner autonomy, multimedia learning.