

ҚАЗАҚСТАН РЕСПУБЛИКАСЫ ЖОҒАРЫ БІЛІМ ЖӘНЕ ҒЫЛЫМ МИНИСТРЛІГІ
ҚЕАҚ «Л. Н. Гумилев атындағы Еуразиялық ұлттық университеті»
Филология факультеті
Шетел тілдері кафедрасы



**II Spring International Scientific and Practical ONLINE
Conference “Innovative Approaches of Language Teaching:
Bridging Theory and Practice”**

**«Тілдерді оқытудың инновациялық тәсілдері: теория мен
практиканы ұштастыру» атты II көктемгі халықаралық
ғылыми-практикалық конференция**

**II весенняя международная научно-практическая
конференция «Инновационные подходы преподавания
языков: слияние теории и практики»**

PROCEEDINGS

Astana, Kazakhstan

April 4, 2026

УДК 80/81
ББК 81.2

Жалпы редакциясын басқарған: Дүйсенғазы С. М.
Редакция алқасы: Балхимбекова П.Ж., Тусупбекова М.Ж., Кызырова А.М.

Тілдерді оқытудың инновациялық тәсілдері: теория мен практиканы ұштастыру:
халықаралық ғылыми-практикалық конференция материалдары. 4 сәуір 2026 ж./ – Астана:
Л.Н. Гумилев атындағы ЕҰУ, 2026. – 454 бет.

ISBN 978-601-385-215-7

«Тілдерді оқытудың инновациялық тәсілдері: теория мен практиканы ұштастыру» атты ІІ көктемгі халықаралық ғылыми-практикалық конференция материалдар жинағында шетел тілдерін оқыту саласындағы озық тәжірибелермен алмасуға, мәдениетаралық қарым-қатынасты нығайтуға, цифрлық дәуір жағдайында шетел тілдерін оқытудағы инновациялық технологияларды таратуға, сондай-ақ халықаралық ғылыми-академиялық ынтымақтастықты кеңейтуге бағытталған ғылыми-практикалық зерттеулердің нәтижелері енгізілген. Материалдарда білім алушылар мен жас ғалымдардың осы бағыттағы зерттеулерге белсенді қатысуын ынталандыру мәселелері қарастырылған.

В сборник материалов ІІ весенней международной научно-практической конференции «Инновационные подходы преподавания языков: слияние теории и практики» включены результаты научно-практических исследований, направленных на обмен передовым опытом в области преподавания иностранных языков, укрепление межкультурной коммуникации, распространение инновационных технологий обучения в условиях цифровой эпохи, а также расширение международного научно-академического сотрудничества. В материалах рассматриваются вопросы стимулирования активного участия обучающихся и молодых ученых в исследованиях в данной области.

The proceedings of the ІІ Spring International Scientific and Practical ONLINE Conference “Innovative Approaches of Language Teaching: Bridging Theory and Practice” include the results of scientific and practical research aimed at sharing advanced experience in foreign language teaching, strengthening intercultural communication, disseminating innovative teaching technologies in the digital age, and expanding international scientific and academic cooperation. The materials also address issues related to encouraging the active participation of students and young researchers in this field.

УДК 80/81
ББК 81.2

ISBN 978-601-385-215-7

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теории и практики»**

The Main Themes of the Conference:

1. Teaching foreign languages for professional and interdisciplinary purposes.
2. Innovative technologies in foreign language teaching methodology.
3. Language training in the context of multilingualism and lifelong learning.
4. Language education based on digital technologies and artificial intelligence.

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GRNTI 14.35.09

INNOVATIVE METHODS OF TEACHING ENGLISH IN THE DIGITAL AGE

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Introduction

In the modern world, the process of teaching English has been significantly influenced by rapid technological development. The digital age has transformed traditional educational approaches, introducing new tools and methods that enhance the learning experience. As a result, English language teaching has become more interactive, accessible, and student-centered. The integration of digital technologies into education has created new opportunities for both teachers and learners. Online platforms, mobile applications, and artificial intelligence have made it possible to access educational resources anytime and anywhere. These innovations support the development of language skills through interactive content, real-time communication, and personalized learning experiences. In addition, digital tools allow learners to engage with authentic materials, including videos, podcasts, and real-life conversations, which helps them better understand the practical use of the English language. Moreover, digital technologies contribute to the creation of flexible learning environments where students can learn at their own pace. This is especially important in modern education, where individual differences and learning styles must be taken into account. Some students prefer visual materials, while others benefit more from auditory or interactive tasks. The use of multimedia resources, such as videos, audio materials, and interactive exercises, enhances students' understanding and retention of information and makes the learning process more engaging.

Another important aspect of digital learning is the opportunity for continuous and lifelong education. Learners are no longer limited to the classroom environment and can improve their language skills independently using online resources. This is particularly relevant in the context of globalization, where English plays a key role in communication, education, and professional development. At the same time, the role of the teacher is also changing. Teachers are no longer only providers of knowledge but also facilitators who guide students in using digital tools effectively. This shift requires the adoption of innovative teaching methods that combine traditional pedagogy with modern technologies. Teachers must also continuously develop their digital competencies to remain effective in the evolving educational landscape and to meet the needs of modern learners. Furthermore, the increasing use of technology in education raises important questions about the effectiveness and quality of digital learning. It is necessary to evaluate how these innovations influence students'

performance, motivation, and overall learning outcomes. Understanding these aspects is essential for improving teaching strategies and ensuring successful language acquisition.

The relevance of this study is determined by the growing importance of digitalization in education and the need to improve the quality of English language teaching. The purpose of this article is to analyze innovative methods used in teaching English in the digital age and evaluate their effectiveness in developing students' language skills and motivation.

Methods

This study is based on a qualitative research approach aimed at analyzing innovative methods of teaching English in the digital age. The research focuses on understanding how modern technologies influence the process of language learning and how they can be effectively integrated into educational practice. A qualitative approach was selected because it enables an in-depth examination of teaching strategies, learner behavior, and the pedagogical impact of digital tools. It also allows for the interpretation of complex educational phenomena that cannot be measured solely through quantitative data. The methodological framework of the study is grounded in a systematic analysis of both theoretical and practical aspects of digital language education. The research methods include a comprehensive review of scientific literature, analysis of modern educational technologies, observation of digital learning environments, and synthesis of existing research findings. These methods were chosen to provide a holistic understanding of the topic and to ensure the validity and reliability of the results.

The literature review is based on recent academic publications, peer-reviewed journal articles, and methodological studies related to digital language learning, artificial intelligence, and the integration of online platforms in education. Special attention was given to sources published in the last decade to ensure the relevance of the study. The review process involved identifying key concepts, trends, and theoretical frameworks that shape modern approaches to English language teaching in the digital era. In addition to the literature review, a comparative analysis was conducted to examine the differences between traditional and innovative digital approaches to teaching English. The comparison focused on several criteria, including teaching effectiveness, student engagement, accessibility of learning materials, flexibility of instruction, and the development of communicative competence. Traditional classroom-based methods were analyzed alongside digital approaches to highlight their strengths and limitations.

The study also includes an analysis of various digital tools and platforms commonly used in English language teaching. These include mobile applications, learning management systems (LMS), video-based learning platforms, virtual classrooms, and AI-powered educational tools. Each tool was evaluated based on its functionality, usability, and contribution to the development of language skills.

Particular emphasis was placed on how these tools support interactive learning, personalization, and continuous assessment. Furthermore, observational methods were applied to examine how students interact with digital learning environments. The study considers patterns of learner behavior, levels of engagement, and responses to different types of digital content. Observations were supported by existing research data, which helped identify common tendencies and outcomes associated with the use of innovative teaching methods.

Another important component of the methodology is the analysis of motivational factors. The study investigates how digital technologies influence students' intrinsic and extrinsic motivation. Elements such as gamification, instant feedback, multimedia content, and real-time communication were examined in terms of their impact on learners' interest and participation. This analysis provides insight into how innovative methods can enhance the overall learning experience. In addition, the research addresses the role of teachers in the implementation of digital technologies. The ability of educators to adapt to new tools and integrate them effectively into the curriculum was considered a key factor in the success of innovative teaching methods. The study also emphasizes the importance of developing digital competence among teachers and highlights the need for continuous professional development in this area. Ethical considerations were also taken into account during the research process. The study is based solely on publicly available academic sources and does not involve direct experimentation with participants. Therefore, issues related to data privacy and confidentiality were not applicable. However, the research maintains academic integrity by ensuring proper use and interpretation of sources.

Overall, the selected research methods provide a comprehensive, systematic, and multi-dimensional understanding of how innovative technologies influence the process of teaching and learning English in the modern digital environment. The combination of theoretical analysis, comparative evaluation, and observational insights ensures the depth, reliability, and academic value of the study.

Results and Discussion

The results of the study demonstrate that innovative methods significantly improve the effectiveness of teaching English in the digital age. The integration of digital technologies creates a more interactive and engaging learning environment, which positively influences students' motivation, participation, and overall learning outcomes. The findings indicate that learners are more actively involved in the educational process when modern tools and technologies are incorporated into teaching practices. One of the key findings is the effectiveness of mobile applications such as Duolingo and Quizlet. These platforms apply gamification techniques, including rewards, progress tracking, levels, and instant feedback, which enhance students' interest and encourage consistent practice. As a result, learners demonstrate improved vocabulary acquisition and better understanding of grammatical structures. In addition, the flexibility of mobile learning allows students to study anytime and anywhere,

making the learning process more convenient and accessible. Another important aspect revealed in the study is the role of artificial intelligence in language education. AI-based tools provide personalized learning experiences by adapting content to the individual needs, pace, and level of each learner. For instance, chatbots and virtual assistants enable students to practice speaking and writing skills in real-time communication. This type of interaction helps learners overcome language barriers, build confidence, and develop communicative competence. Moreover, AI systems can provide immediate feedback, which is essential for effective learning and error correction.

Online platforms and video-based learning environments also play a significant role in modern English language teaching. Platforms such as YouTube, Zoom, and other educational websites offer access to authentic materials and real-life communication scenarios. These resources allow students to hear natural speech, observe pronunciation, and understand cultural contexts. As a result, learners improve their listening and speaking skills while becoming more familiar with real-world language use. Furthermore, the use of interactive methods, such as gamification and collaborative learning, contributes to higher levels of student engagement. Group activities, online discussions, and project-based tasks encourage learners to actively participate in the learning process. Real-time interaction with teachers and peers creates a dynamic learning environment and supports the development of critical thinking and communication skills.

Despite the numerous advantages, the study also identifies several challenges associated with the use of innovative technologies. One of the main issues is unequal access to digital resources, as not all students have reliable internet connections or modern devices. This digital divide may limit the effectiveness of technology-based learning. In addition, excessive reliance on digital tools can reduce face-to-face communication, which remains an essential component of language learning.

Another challenge is the need for teachers to adapt to new technologies and continuously develop their digital competencies. Not all educators are sufficiently prepared to effectively integrate innovative tools into their teaching practices. Therefore, professional development and training programs are necessary to support teachers in this transition.

Overall, the findings suggest that innovative methods have a positive impact on English language teaching when applied appropriately. The combination of digital tools and traditional teaching methods creates a balanced approach that maximizes learning outcomes. By integrating technology thoughtfully, educators can enhance the quality of education and better meet the needs of modern learners.

In addition to the previously discussed findings, it is important to highlight the role of learner autonomy in the context of digital language education. Innovative technologies encourage students to take greater responsibility for their own learning process. Digital platforms provide opportunities for self-paced learning, allowing students to choose materials according to their individual needs and preferences. This

leads to the development of independent learning skills, which are essential in modern education. Another significant result is the improvement of collaborative learning through digital tools. Online platforms enable students to work together on tasks, participate in discussions, and share knowledge regardless of their physical location. Such interaction fosters communication skills and promotes cultural exchange, which is particularly important in learning a foreign language like English.

Furthermore, digital assessment tools contribute to more effective evaluation of students' progress. Automated testing systems, online quizzes, and instant feedback mechanisms allow both teachers and learners to monitor performance in real time. This helps identify weaknesses and adjust learning strategies accordingly. As a result, the learning process becomes more efficient and targeted. It is also worth noting that multimedia content plays a crucial role in enhancing comprehension and retention. The use of videos, audio recordings, animations, and interactive exercises helps students better understand complex language concepts. Visual and auditory materials make learning more engaging and support different learning styles.

At the same time, the integration of digital technologies requires careful pedagogical planning. Simply using technology does not guarantee effective learning outcomes. Teachers must select appropriate tools and design meaningful activities that align with educational objectives. The success of innovative methods depends on how well they are integrated into the overall teaching strategy. Moreover, the study indicates that digital learning environments can reduce anxiety among students. Many learners feel more comfortable practicing English in online settings, especially when interacting with AI systems or participating in virtual discussions. This creates a supportive environment where students are less afraid of making mistakes. However, the long-term effectiveness of digital methods depends on maintaining a balance between technology and human interaction. While digital tools provide numerous advantages, direct communication with teachers and peers remains essential for developing social and communicative skills. Overall, the expanded analysis confirms that innovative methods not only improve language proficiency but also contribute to the development of independent, motivated, and technologically competent learners. These findings emphasize the importance of continuous integration of digital innovations in English language education.

Conclusion

In conclusion, the study confirms that innovative methods play a crucial role in teaching English in the digital age. The integration of digital technologies, mobile applications, and artificial intelligence has significantly transformed the learning process, making it more interactive, accessible, and effective. The findings show that these methods contribute to the development of key language skills, including listening, speaking, reading, and writing. In addition, they increase students' motivation and engagement through personalized learning and interactive tools. Digital technologies also support independent learning and allow students to take greater

responsibility for their educational progress. At the same time, the study highlights the importance of maintaining a balance between digital and traditional teaching approaches. While technology provides numerous advantages, traditional methods remain essential for developing communication skills and maintaining direct interaction between teachers and students.

Despite the advantages of innovative technologies, certain challenges remain, such as unequal access to digital resources, lack of technical skills among some users, and the potential reduction of face-to-face communication. Therefore, teachers should carefully select and combine different methods to ensure high-quality language education. Overall, the digitalization of education opens new opportunities for improving English language teaching and supports the development of communicative competence in learners. Future research may focus on the long-term impact of digital tools, the effectiveness of specific technologies, and the further integration of advanced innovations in language education.

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