

Therefore, effective instruction should incorporate diverse teaching methods to accommodate these differences and enhance learning outcomes.

In conclusion, the selectivity of human memory is a fundamental cognitive characteristic that significantly shapes foreign language learning. It determines which elements of linguistic input are retained and how effectively they are integrated into long-term memory.

Understanding this phenomenon enables educators to design more effective instructional strategies, including meaningful context, emotional engagement, spaced repetition, and learner-centered approaches. Additionally, recognizing individual differences allows for more personalized and adaptive teaching practices.

Future research should focus on developing evidence-based methodologies that align with cognitive principles and leverage the selective nature of memory to improve language acquisition outcomes.

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DIGITAL PLATFORMS FOR LEARNING PROFESSIONAL ENGLISH

The rapid digitalisation of education has significantly transformed approaches to foreign language learning, particularly in Professional English (Galloway & Ruegg, 2020). In the context of globalisation and increasing international cooperation, the demand for effective English language skills has grown considerably. As a result, digital

platforms have become an important component of both formal and informal education, offering flexible and accessible opportunities for learners to develop language competence.

The aim of this study is to analyse the role of digital platforms in the development of Professional English skills and to identify their main advantages and limitations in modern educational practice.

Modern digital platforms combine traditional pedagogical approaches with innovative technologies such as artificial intelligence, adaptive learning systems, and gamification. These tools allow personalising the learning process and adapting content to individual learner needs. This is especially relevant for students and professionals who require English for specific purposes, such as academic communication, business interactions, and participation in international projects (Hyland, 2022).

A number of widely used platforms illustrate current trends in digital language learning. For example, Koto English offers a structured and gamified environment that supports learner motivation through short tasks and progress tracking. Busuu focuses on personalised learning and integrates peer feedback, both of which contribute to the development of communicative competence. Communication-oriented platforms such as HelloTalk enable real-time interaction with native speakers, fostering both language fluency and intercultural awareness.

Vocabulary-oriented platforms such as Memrise use spaced repetition and visual techniques to improve lexical acquisition. BBC Learning English provides access to authentic materials, including podcasts and real-life communication scenarios, which help learners understand how English is used in professional contexts. Tutor-based platforms such as Preply and italki allow learners to focus on specific professional goals through interaction with qualified instructors, while platforms like Coursera offer access to academic-level courses.

One of the main advantages of digital platforms is their ability to support learner autonomy. Unlike traditional classroom environments, digital tools allow learners to control the pace, content, and format of their studies. This flexibility is particularly important for learners who combine studying with work or other responsibilities.

Another important benefit is the use of authentic materials. Digital platforms often include real-life communication situations and professional vocabulary, which help learners develop practical communication skills rather than only theoretical knowledge (Macaro, 2022).

At the same time, digital platforms also have certain limitations. One of the main challenges is the need for a high level of learner motivation and self-discipline. Not all learners are equally prepared for independent study, which may reduce the effectiveness of online learning.

Another limitation is that digital platforms cannot fully replace direct interaction with a teacher. Therefore, the most effective approach is to integrate digital tools with traditional teaching methods (Otto, 2021).

From a pedagogical perspective, digital platforms should not be seen as a complete alternative to traditional education, but rather as a complementary tool. Integrating them into classroom practice enables teachers to diversify learning activities, introduce interactive elements, and provide additional support for students with different learning needs. In this context, the teacher's role is transformed: rather than being the sole source of knowledge, the teacher becomes a facilitator who guides learners in navigating digital resources.

Furthermore, digital platforms foster learner independence and responsibility. Students are encouraged to organise their learning, set goals, and monitor their progress. This is particularly important in higher education, where autonomous learning is a key component of academic success.

It is also important to emphasise that the effectiveness of digital platforms depends on the quality of their implementation. Simply introducing digital tools into the

learning process does not guarantee positive outcomes. It is necessary to ensure that these tools are pedagogically sound, aligned with learning objectives, and supported by appropriate teacher guidance.

In addition, digital platforms can support the development of professional communication skills by simulating real-life scenarios. For example, learners can practise writing emails, participating in discussions, or presenting information in English. These activities help bridge the gap between theoretical knowledge and practical application.

In conclusion, digital platforms are an important development in modern language education. Their effective integration into the learning process can significantly improve language competence, learner autonomy, and readiness for professional communication. However, their use should be balanced with traditional teaching methods to ensure comprehensive language development.

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