

# AI LANGUAGE LEARNING APPS

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**Introduction.** In recent years, with the emergence of new technologies, the methods of language teaching and learning have been fundamentally transformed. This shift has opened new opportunities for both language learners and educators. The use of Artificial Intelligence (AI) in education has become widespread, leading to the replacement of traditional educational methods with new approaches.

**Methodology.** The aim of this paper was to analyze various AI-based apps which are widely used in language study today. At present the popularity of AI-driven language learning apps is rising and they are rapidly transforming the existing methods of teaching and learning languages. They provide convenience, accessibility, personalized learning, and interactivity and also have the capability to adjust to the individual requirements and preferences of students. These applications utilize machine learning algorithms to create educational materials, assess the progress of users and deliver personalized feedback and recommendations.

**Results and discussion.** In this section, the analysis of various AI-based language learning apps is presented. The most popular language learning apps use a variety of principles to enhance learners' language acquisition. One common principle is "spaced repetition," where users are presented with words or phrases at increasing intervals to improve retention. Another principle is "gamification" which means turning language learning into a game-like experience to keep users engaged and interested.

Some language learning platforms have introduced innovations by using artificial intelligence (AI) technology in place of human instructors and content developers. This new approach based on AI-generated content offers language learners a number of benefits. One of the key benefits of AI-generated content is its ability to adapt to the individual learner's needs and preferences. For example, such language learning apps can assess the learner's proficiency level and adjust the difficulty of the content accordingly.

Another way AI-generated content enhances the language learning experience is by providing immediate feedback and correction. With AI-generated content, learners can receive feedback on their pronunciation, grammar, and vocabulary usage in real-time. This allows them to correct their mistakes and improve their language skills more quickly.

There are some examples of language learning apps that use various techniques based on AI-generated content:

**Duolingo** uses a combination of gamification and spaced repetition. Learners progress through levels, earn points for correct answers, and can compete with friends. The app also adapts to users' strengths and weaknesses, adjusting lessons accordingly.

**Memrise** also uses spaced repetition but adds a creative element with user-generated content. Users create and share mnemonic devices, helping to remember words more effectively. It's like a community-collaborative language learning platform.

**Babbel** focuses on conversational language learning and offers personalized lessons. It uses a "Review" feature where learners study words or phrases repeatedly, but at specific and spaced intervals of time.

**Rosetta Stone** emphasizes immersion, using visuals and audio to teach without translation. Users learn by associating words with images and context, mimicking how we learn our native language.

**Busuu** combines learning with social interaction, allowing users to practice with native speakers through writing and speaking exercises.

**Conclusion.** AI-powered language learning apps have revolutionized the way people acquire new languages. By using artificial intelligence, these apps offer personalized and interactive learning experiences taking into account individual proficiency levels and learning styles. They provide immediate feedback, adaptive exercises, and innovative methods in language learning.. With the continuous development of AI technologies, these apps are becoming increasingly effective tools for language learners. AI language learning apps will continue to reshape language education, making it more accessible, engaging, and efficient.

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