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## ACADEMIC INTEGRITY IN ONLINE LANGUAGE TEACHING: CULTIVATING HONESTY, INTEGRITY, AND ETHICAL STANDARDS

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Academic Honesty has always been regarded as a crucial component of professional higher education, ensuring that students uphold the values of honesty, integrity, and intellectual rigor. However, in the current context of Ukrainian higher education, the significance of academic integrity becomes even more pronounced.

As the virtual landscape becomes the primary medium for education, it brings about unique challenges and temptations that could compromise the principles of academic integrity. With the increased accessibility to digital resources and the potential for unethical practices such as plagiarism or cheating, addressing and emphasizing, the importance of academic integrity has become an especially relevant and pressing topic for Ukrainian students.

Upholding academic integrity in the online learning environment not only preserves the integrity of the educational process but also equips students with the ethical foundation necessary to succeed in their future professional endeavors as it serves as a cornerstone in shaping the professionalism, instilling in them the values of ethical conduct, integrity, and a commitment to excellence that are essential in their future roles.

The promotion of academic integrity in online teaching revolves around several trajectories. We aim to present one of them - cultivation of academic honesty, emphasizing the importance of integrity in academic work and upholding ethical standards. Having analyzed recent research and insights from the educational community, we are able to outline the basic steps in this direction.

Establishing clear expectations for academic integrity and outlining the repercussions of academic dishonesty is the crucial first step in shaping a culture of academic integrity in online language teaching. By effectively communicating these expectations and consequences to students, instructors can discourage cheating and unethical practices [3-6; 10]. This includes clearly articulating expectations regarding academic honesty, such as proper citation practices, source usage, collaboration, and the submission of original work. By explicitly outlining these expectations, students gain a clear understanding of what is considered acceptable and are more likely to uphold the principles of integrity.

Equally important is informing students about the consequences of academic dishonesty. Instructors should clearly state the potential repercussions of cheating, such as a failing grade, academic probation, or disciplinary action. It is essential for

instructors to be vigilant in detecting cases of cheating, implementing fair processes, and administering appropriate penalties when misconduct is confirmed. By maintaining consistency in addressing academic dishonesty, instructors send a strong message that dishonest behavior will not be tolerated and that academic integrity is an unwavering expectation.

Emphasizing the significance of academic integrity as an integral part of students', educational journey is crucial. Instructors should highlight the value of honesty, integrity, and the pursuit of knowledge, instilling in students a sense of pride and responsibility for their work and achievements. This can be achieved through various means, such as, for instance, reflective assignments [2; 7].

Promoting a culture of integrity in online language teaching also relies on encouraging academic honesty through discussions and ethical cases analysis. These discussions serve as a powerful tool to promote ethical behavior by raising awareness about the negative consequences of dishonesty and emphasizing the value of integrity not only in academic, but also in business settings. Through these discussions, students can gain a deeper understanding of the ethical implications of their actions and develop a sense of responsibility. Additionally, these discussions provide an opportunity for instructors to emphasize the importance of taking pride in one's own work, fostering a sense of ownership and personal investment in pursuits. By appreciating the significance of their contributions, students are more likely to engage in authentic and original work, reducing the inclination to resort to dishonest practices [1; 8; 9].

Furthermore, providing resources such as writing and study skill workshops plays a vital role in supporting students' academic development and integrity. These workshops equip students with the necessary skills, including proper citation practices, effective research techniques, and critical thinking strategies, enabling them to engage in academic work with integrity. Access to these resources ensures that students have the tools and knowledge to produce high-quality work and make informed ethical decisions [9].

By combining these efforts, instructors can contribute to the development of responsible and ethical learners who actively engage in their academic pursuits with integrity, thereby nurturing a culture of academic excellence and integrity in online language teaching settings.

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