



MEDIA TOOLS FOR POWERFUL LANGUAGE TEACHING

Abdullaeva Gulnara

2nd year student of NSPI,

The Department of English Language and Literature

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ABSTRACT

In this article we discussed language teaching media that can be adapted to a range of classrooms and learning styles. there are ways that technology can be intentionally used throughout the process of teaching and learning, so that it plays an active role rather than being an afterthought.

In today's digital age, incorporating media tools into language teaching has become not just advantageous but essential. These tools offer diverse ways to engage students, enhance comprehension, and foster language acquisition.

Media is often replaced with the word 'mediator' which regulates an effective relationship between two parties in the learning process, namely students and the contents of the lesson [1;65]. Media is an instrument that is used to transform messages or information from "resource" to "receiver" [2;18]. Based on these definitions, it can be said that the learning process is a process of communication. The learning process contains five components of communication, teachers (communicators), learning materials, learning media, students (communicants), and learning objectives. So, learning media is everything that can be used to channel messages (learning materials), so that it can stimulate attention, interest, thoughts, and feelings of students in learning activities to achieve learning goals. Gerlach and Ely stated that instructional media plays a key role in the design and use of systematic instruction. A medium, broadly conceived, is any person, material, or event that establishes conditions which enable the learner to acquire knowledge, skills, and attitudes. In this sense, the teacher, text book, and school environment are also media [3;92].

Whether teaching vocabulary, grammar, pronunciation, or cultural nuances, educators can leverage various media to create dynamic and effective learning experiences. Specifically, interactive websites and language learning apps provide immersive experiences that cater to different learning styles. For vocabulary acquisition, platforms like Quizlet offer flashcards, games, and quizzes. Duolingo and Babbel simulate real-life conversations, helping students practice speaking and listening skills. These tools often use gamification techniques, motivating learners through rewards and progress tracking. Moreover, multimedia content is one way that can be undeniable. In other words, incorporating multimedia content such as videos, podcasts, and infographics enriches the learning process. Platforms like YouTube, TED

Talks, and podcast channels offer authentic language use in various contexts. Teachers can select content aligned with students' proficiency levels and learning objectives, fostering listening comprehension and cultural understanding. Social media and online communities is essential part of teaching. Social media platforms and online communities provide opportunities for authentic communication and cultural exchange. Teachers can create class accounts or join language learning groups where students interact with native speakers or peers worldwide. This exposure enhances language production skills and cultural awareness, encouraging learners to apply language knowledge in real-world scenarios. In addition, digital storytelling platforms like Storybird or digital creation tools such as Canva allow students to express themselves creatively in the target language. They can write narratives, design presentations, or create multimedia projects, integrating language skills with visual literacy and creativity [6;171-173]. Such activities promote critical thinking and language fluency while empowering students to communicate effectively. Virtual Reality (VR) and Augmented Reality (AR) are the key factors of emerging technologies like VR and AR offer immersive experiences that transport students to virtual environments or enhance real-world settings with digital overlays. Language learners can explore cultural landmarks, participate in simulated conversations, or engage in virtual language exchanges. These tools provide memorable learning experiences that stimulate all language modalities—listening, speaking, reading, and writing. Digital tools facilitate assessment and provide timely feedback, supporting personalized learning journeys. Platforms like Google Forms, Kahoot!, or learning management systems (LMS) offer quizzes, assignments, and interactive activities to gauge students' language proficiency. Teachers can analyze performance metrics and provide tailored feedback to address specific learning needs effectively.

Media are the means for transferring or delivering messages. Li-Ling Kuo states that a medium is called the educational medium when the medium transfers message for teaching. He adds that the use of media is important and it is impossible to coordinate teaching with learning without using media [4;61]. Learning is a process to acquire knowledge. It needs hard work and sometimes will make students frustrated and get bored, so that they lose their attention to a lesson. In this case, the use of media in teaching- learning process is needed to attract students' attention and to make teaching- learning activities more interesting and also effective. The use of media in teaching- learning process is not a new thing. Many teachers know that media will be helpful. Media give students something new, but not all of teachers know how to implement it correctly, so sometimes media disturb learning process instead of helping students in learning process. This situation causes a problem. The use of media is questioning whether it really helps teaching- learning activities or not. By reading this article, readers will get a real experience of the use of media, which can help learning process.

Media are flexible because they can be used for all level of students and in all subjects. Teaching media also can encourage students to take more responsibility for and control over their own learning, engage in joint planning of the syllabus, and take longer-term perspectives on their own learning [5]. Since media give many advantages, a teacher should consider a medium to be used in teaching- learning process. Media can be a component of active learning strategies such as group discussions or case studies. Media could be a a film clip, a song you hear on the radio, podcast of a lecture or newspaper article. Students can also create their own media. For example, student video projects can be a powerful learning experience. The

use of media to enhance teaching and learning complements traditional approaches to learning. Effective instruction builds bridges between students' knowledge and the learning objectives of the course. Using media engages students, aids student retention of knowledge, motivates interest in the subject matter, and illustrates the relevance of many concepts.

Media -- like all other teaching techniques -- should be used judiciously in the learning process. Media can be used to motivate discussions or lock in concepts. However, there are a number of important considerations for faculty before they integrate media or ask their students to use or develop media in their courses. This section explores tips for effectively using media, notes a number of common mistakes to be avoided and describes how to involve students in creating media on their own. The dramatic growth of social media creates new opportunities for engaging students. These include social networking sites such as Facebook, MySpace, LinkedIn, and Twitter along with blogs and wikis.

In summary, incorporating media tools into language teaching transforms traditional classrooms into dynamic learning environments. These tools not only cater to diverse learning preferences but also promote authentic language use and cultural understanding. By harnessing the power of digital media, educators can empower students to become proficient communicators in the target language, preparing them for global citizenship in an interconnected world. As language education continues to evolve, embracing media tools enables educators to adapt teaching methods effectively, ensuring engaging and impactful learning experiences for students of all ages and proficiency levels.

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