

3) Hello Talk – это приложение позволяет пользователям общаться с носителями языка через текстовые и голосовые сообщения. В нем также есть функции чат-бота для практики.

4) LingoDeer содержит практические материалы для изучения более 16 иностранных языков, в том числе китайского, корейского, японского. LingoDeer сочетает в себе геймификацию с уроками на основе искусственного интеллекта. Дана охватывает словарный запас, грамматику и структуру предложений, адаптируясь к уровню владения языком пользователя. Приложение включает упражнения для совершенствования всех языковых навыков, включая говорение и аудирование.

5) Speakly. В настоящее время данное приложение включает такие языки как французский, немецкий, испанский, итальянский, финский и другие. Приложение предлагает прогрессивный подход к изучению языков, включая чат-ботов для развития разговорных навыков на основе реальных речевых ситуаций.

6) Teachy. app. Платформа для разработки различных учебных материалов, в том числе по иностранным языкам. Облегчает работу преподавателей в подготовке к учебным занятиям, разработке учебных планов, обеспечивает более персонализированное обучение.

Современные исследования показывают, что мотивация студентов во многом определяется применением современных технологий в образовательном процессе. Интеграция информационных технологий в учебный процесс высших учебных заведений открывает новые горизонты для повышения интереса студентов к обучению. В частности, использование таких технологий позволяет сделать процесс изучения иностранного языка более динамичным и результативным, а также способствует развитию профессиональных компетенций, которые необходимы будущим специалистам для успешной карьеры.

**Заключение.** Таким образом, инструменты искусственного интеллекта расширяют возможности в изучении иностранных языков для студентов. Происходит интенсификация учебного процесса и повышается мотивация студентов к изучению иностранного языка. Искусственный интеллект повышает вовлеченность студентов с помощью индивидуальных курсов, интерактивных и геймифицированных учебных заданий. Чат-боты с ИИ в образовании революционизируют подходы к обучению студентов. Они предоставляют мгновенную и персонализированную поддержку студентам, отвечая на их запросы и направляя в обучении. Применение интерактивных и увлекательных заданий, разработанных с помощью инструментов ИИ в учебном процессе, улучшает усвоение и запоминание информации, а также способствует самообразованию студентов, изучающих иностранные языки.

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#### MODERN APPROACHES TO THE CULTIVATION OF SOFT SKILLS IMPROVEMENT IN ENGINEERING AND ECONOMICS EDUCATION

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**Resume.** *In a rapidly evolving economic landscape, there is an escalating demand for engineering and economic professionals who possess not only specialized technical knowledge but also well-developed soft skills, commonly referred to as flexible skills. Traditional educational paradigms must be adapted to effectively cultivate these competencies. This article explores the major modern methodologies for the enhancement of soft skills, including the integration of such abilities through project-based learning, case study analyses, business games etc. The successful implementation of these approaches is instrumental in nurturing highly competitive specialists who are adept at addressing complex challenges, adapting to dynamic environments, and contributing significantly to economic progress.*

**Key words:** *engineering, economics, soft skills, integration, management, leadership, digital technologies, projects, industrial strategies, competence.*

**Introduction.** In the contemporary world, where technological progress is rapidly transforming economic frameworks, professionals in engineering and economics must not only be well-versed in technical knowledge but also possess advanced interpersonal abilities. These soft skills, including adaptability, flexibility, and the ability to effectively communicate with others, are crucial for tackling complex issues and thriving in dynamic environments. Therefore, traditional educational systems, which primarily focus on technical expertise, need to be supplemented with innovative teaching methods that foster the development of these essential soft skills [2].

**Main part.** Modern approaches to the cultivation of soft skills within engineering and economic education are characterized by a number of key trends:

**1. Integration of soft skills into the educational process:** Instead of allocating separate courses for the development of soft skills, modern educational programs seek to integrate them into the main disciplines. This is achieved through the use of active learning methods such as:

- **Project-Based Learning:** Students engage in real-world projects that require not only technical expertise but also proficiency in communication, teamwork, time management, and problem-solving. For example, engineering and economics students can collaborate on the development of a business plan for an innovative product or on optimizing the logistics chain for an existing company [3].

- **Case Studies:** The analysis of real-world business scenarios helps students develop critical thinking, decision-making abilities, and the ability to articulate and defend their perspective in a coherent and rational manner. The examination of cases related to project management, marketing strategies, or financial analysis requires students to not only possess theoretical knowledge but also demonstrate the ability to apply it in practice, taking into account various factors.

- **Business Games:** Participation in business simulations enables students to model authentic business processes and execute managerial decisions within a competitive framework. This activity fosters the cultivation of leadership competencies, collaborative skills, the capacity to operate under pressure, and the ability to swiftly adapt to evolving circumstances.

**2. Using digital technologies:** Digital technologies offer a wealth of opportunities for the development of soft skills.

- **Digital Learning Resources:** There are numerous online educational platforms and courses available that offer interactive programs for the development of soft skills, including communication, leadership, time management, and emotional intelligence.

- **Social networks and online communities:** Engagement in online communities and professional networks enables students to interact with experts, share experiences, and receive constructive feedback, thereby enhancing their communication, networking, and continuous learning abilities [4].

**3. Focus on practical experience:** Theoretical knowledge must be supported by practical experience.

- **Internships and Practical Training:** Internships and work experience in real corporate settings offer students a chance to put their theoretical knowledge into practice and develop practical skills. These experiences are essential for improving teamwork abilities, problem-solving skills, and adapting to professional environments. Engineering and economics students in Belarus benefit significantly from internships at prominent enterprises such as BelAZ, MAZ, and MTZ. These opportunities enable them to integrate their academic learning into practical scenarios and refine their skills in a professional context. For instance, students at the Belarusian National Technical University (BNTU) actively engage in projects aimed at optimizing production processes and innovating new products. Such initiatives foster a deep understanding of industrial practices and equip students with the necessary expertise to contribute effectively to the workforce [1].

- **Participation in competitions:** Engaging in professional contests and competitions provides students with an opportunity to exhibit their skills and knowledge before a panel of experts and potential employers, while also receiving comprehensive feedback on their performance and areas for improvement.

- **Engagement in Actual Business Cases:** Participation in real-world projects commissioned by partner organizations offers students the opportunity to acquire valuable professional experience. Such activities enable students to apply theoretical knowledge to practical scenarios, fostering the development of skills relevant to the business environment. For instance, as part of their internship program, students at the Belarusian State University of Economics (BSEU) may be tasked with formulating an export development strategy for a designated Belarusian company. This approach not only enhances their practical competencies but also aligns their academic pursuits with industry needs, thereby preparing them for future professional challenges [5].

**Conclusion.** Summing everything up, the development of soft skills is an essential component of high-quality training for engineering and economic professionals in the contemporary landscape. The incorporation of soft skills into the pedagogical process, the utilization of digital technologies, the enhancement of emotional intelligence, and a focus on practical experience represent the principal trends shaping modern approaches to the cultivation of versatile competencies within engineering and economics education. Investments in the development of soft skills enable the formation of competitive specialists capable of effectively addressing complex challenges, adapting to evolving conditions, and contributing significantly to economic advancement.

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## ADVANTAGES OF USING AUTHENTIC MATERIALS IN TEACHING A FOREIGN LANGUAGE

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**Resume.** *This paper deals with the advantages of using authentic materials in teaching a foreign language, assessing their effectiveness in developing linguistic dexterity, their ability to reproduce real-world discourse patterns, idiomatic complexity and contextual pragmatics.*

**Key words:** *authentic materials, teaching a foreign language, professional interaction, information technologies, professional skills, authenticity, pedagogical innovations, authentic material integration.*

**Introduction.** Nowadays due to new educational standards teachers take completely new approaches to the process of teaching a foreign language. Successful study of foreign languages today cannot occur without taking into account the socio-political situation in the world, since this is what determines the vector of application of the acquired knowledge.

The expansion of international contacts, the emergence of new communication technologies, professional interaction with representatives of other countries determine the availability of highly qualified specialists with certain competencies that allow them to choose the most successful communication strategies in certain business situations. The education of future engineers and economists occurs today in the context of constant dynamics of the information field. To start their own business, promote products, expand connections abroad, graduates of the faculty of marketing, management, entrepreneurship must have professional skills that they would help them in their professional lives.

**Main part.** The aim of any educational process is to provide students with knowledge and develop certain skills that would help them to apply this knowledge in a professional communication situation. Today information technologies have made it easier for both the teachers and the students to look for and process information in almost any professional field. The integration of authentic materials - podcasts, films, news articles and social media - into language teaching has changed the view on the development of communicative skills. For example, in a class in Seoul, students analyze interviews with K-pop musicians to break down insignia and slang. In Madrid students discuss environmental policy using excerpts from European Parliament broadcasts [1]. These scenarios reflect a paradigm shift: the rise of authentic materials - materials created for native speakers - as a central tool in language education.

In 2024, 68 per cent of teachers worldwide reported weekly use of podcasts or YouTube videos, a 130 per cent increase from 2019 [2]. As a result of the information reviewed, we can say that the value of authenticity lies not in mere exposure, but in systematic pedagogical design. Drawing on cognitive psychology, computational linguistics, and adaptive learning technologies, we propose a framework to capitalise on the strengths of authenticity while mitigating its challenges.

Authentic materials have a great number of advantages. One of the most significant ones is mimicking real-world communication. Authentic materials immerse learners in the unvarnished rhythms of language—hesitations, contractions, and idioms absent from scripted exercises. A 2023 study comparing TED Talk learners to textbook-only peers revealed a 38% improvement in listening comprehension, attributed to exposure to natural pacing and rhetorical devices like irony or hyperbole [3].

The critical breakthrough, however, lies in pragmatic competence—the ability to adapt language to context. For example, dissecting a scene from the British series *The Crown* teaches learners how formality shifts in royal vs. public discourse. Similarly, analyzing a Japanese talk show demonstrates how humor relies on wordplay. Platforms like FluentU enhance this by annotating videos with linguistic and situational notes, enabling learners to decode subtle cues. A Tokyo pilot program found that students studying BBC documentaries on climate science not only improved their English but also mastered technical vocabulary [4].

Innovation Spotlight: Artificial intelligence (AI) tools like PlayPhrase.me mine film databases to showcase vocabulary in varied contexts, allowing learners to hear the word "sustain" in a scientific lecture, a political debate, and a casual conversation [5].

Another advantage is pragmatic scaffolding: structured decoding of complexity.