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ONLINE ENGLISH LANGUAGE LEARNING AND ITS PROMOTION

ОНЛАЙН ОБУЧЕНИЕ АНГЛИЙСКОМУ ЯЗЫКУ И ЕГО ПОПУЛЯРИЗАЦИЯ

ONLINE TA'LIM ORQALI INGLIZ TILINI O'RGANISH VA UNI TALQIN QILISH

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Abstract

This study explores the rapidly expanding field of online English language learning and its promotion. The increasing accessibility of the internet and mobile technologies has enabled learners worldwide to develop English proficiency through digital platforms, significantly altering traditional paradigms of language education. This research examines the advantages and limitations of online English learning, evaluates effective strategies for its promotion, and highlights the pedagogical techniques that enhance learning outcomes.

The study identifies key benefits of online learning, including flexibility, cost-effectiveness, and the ability to cater to diverse learning styles. It also addresses challenges such as maintaining learner motivation, ensuring interaction, and overcoming disparities in digital literacy. Utilizing a mixed-methods approach, this study involves both quantitative and qualitative data collection, including standardized tests to measure proficiency and in-depth interviews to gather insights into learner experiences. Findings suggest that online platforms significantly improve overall language skills, particularly in listening and reading comprehension, though writing skills remain a challenge.

The research highlights the critical role of personalized feedback, community interaction, and technological accessibility in the success of online learning. To effectively promote online English learning, it is essential to enhance digital literacy, expand internet accessibility, and develop engaging and interactive content. Additionally, fostering a sense of community through collaborative projects and discussion forums can mitigate feelings of isolation often associated with online learning.

The results provide valuable insights into the design of effective online learning platforms and promotional strategies. Recommendations include integrating advanced analytics for tracking progress, employing adaptive learning technologies, and leveraging targeted marketing to reach diverse demographics. This study contributes to the growing field of online language education, offering strategies to improve learner engagement and outcomes while addressing challenges unique to digital environments.

Аннотация

В данном исследовании изучается быстро развивающаяся область онлайн-обучения английскому языку и его продвижения. Растущая доступность интернета и мобильных технологий позволяет учащимся по всему миру совершенствовать знания английского языка через цифровые платформы, существенно изменяя традиционные парадигмы языкового образования. Исследование оценивает преимущества и недостатки онлайн-обучения английскому, анализирует эффективные стратегии его продвижения и подчеркивает педагогические техники, которые улучшают результаты обучения.

Исследование выявляет основные преимущества онлайн-обучения, включая гибкость, экономичность и возможность адаптации к различным стилям обучения. Оно также рассматривает проблемы, такие как поддержание мотивации учащихся, обеспечение взаимодействия и устранение различий в уровне цифровой грамотности. Используя комбинированный подход, исследование включает количественный и качественный сбор данных, включая стандартизированные тесты для измерения уровня владения языком и углубленные интервью для изучения опыта учащихся. Результаты показывают, что онлайн-платформы значительно улучшают общие языковые навыки, особенно понимание на слух и чтение, хотя навыки письма остаются сложной областью.

Исследование подчеркивает важность персонализированной обратной связи, взаимодействия в сообществе и технологической доступности для успешного онлайн-обучения. Для эффективного продвижения онлайн-обучения английскому языку необходимо повышать уровень цифровой грамотности, расширять доступ к интернету и разрабатывать увлекательный и интерактивный контент. Кроме того, создание чувства общности через совместные проекты и форумы обсуждений может уменьшить чувство изоляции, часто связанное с онлайн-обучением.

Результаты исследования предоставляют ценные сведения для разработки эффективных онлайн-платформ обучения и стратегий продвижения. Рекомендации включают использование передовой аналитики для отслеживания прогресса, применение адаптивных технологий обучения и таргетированный маркетинг для охвата различных демографических групп. Это исследование вносит вклад в растущую область онлайн-

языкового образования, предлагая стратегии для улучшения вовлеченности и результатов учащихся, одновременно устраняя уникальные проблемы цифровой среды.

Annotatsiya

Ushbu tadqiqot onlayn ingliz tilini o'rganish va uni targ'ib qilish sohasida olib borilgan keng qamrovli o'rganishdir. Internet va mobil texnologiyalarning ortib borayotgan imkoniyatlari tufayli butun dunyo bo'ylab o'rganuvchilar ingliz tilini rivojlantirishda raqamli platformalardan foydalanib, an'anaviy ta'lim paradigmalariga sezilarli ta'sir ko'rsatmoqda. Ushbu tadqiqot onlayn ta'limning afzalliklari va cheklovlarini, samarali targ'ibot strategiyalarini baholashni hamda o'quv natijalarini yaxshilaydigan pedagogik yondashuvlarni tahlil qiladi.

Tadqiqot onlayn ta'limning asosiy afzalliklarini aniqlaydi, jumladan, moslashuvchanlik, tejamkorlik va turli o'quv uslublariga moslashish imkoniyati. Shu bilan birga, o'quvchilar motivatsiyasini saqlash, o'zaro aloqa imkoniyatlarini ta'minlash va raqamli savodxonlikdagi tafovutlarni bartaraf etish kabi muammolarni ko'rib chiqadi. Kombinatsiyalangan yondashuvdan foydalangan holda tadqiqot miqdoriy va sifat jihatdan ma'lumot yig'ishni o'z ichiga oladi. Ushbu tadqiqot standartlashtirilgan testlar va chuqur intervyular orqali natijalarni tahlil qiladi. Natijalar onlayn platformalar tinglab tushunish va o'qish bo'yicha sezilarli yaxshilanishga olib kelishini ko'rsatadi, biroq yozish ko'nikmalari muammoli soha bo'lib qolmoqda.

Tadqiqot shaxsiylashtirilgan fikr-mulohaza, hamjamiyat bilan o'zaro aloqa va texnologiyaga kirish imkoniyatining onlayn ta'limdagi muvaffaqiyatini ta'minlashdagi muhimligini ta'kidlaydi. Onlayn ta'limni samarali targ'ib qilish uchun raqamli savodxonlikni oshirish, internetdan foydalanish imkoniyatini kengaytirish va qiziqarli interaktiv kontentni ishlab chiqish muhim. Bundan tashqari, hamkorlikdagi loyihalar va muhokama forumlari orqali hamjamiyat hissini shakllantirish onlayn ta'lim bilan bog'liq izolyatsiya hissini kamaytirishi mumkin.

Tadqiqot natijalari samarali onlayn ta'lim platformalarini loyihalash va targ'ibot strategiyalari uchun qimmatli ma'lumotlar beradi. Tavsiyalar progressni kuzatish uchun ilg'or tahlillarni, moslashuvchan o'quv texnologiyalarini qo'llash va turli demografik guruhlarini qamrab olish uchun maqsadli marketingni o'z ichiga oladi. Ushbu tadqiqot onlayn til ta'limining o'sib borayotgan sohasiga hissa qo'shadi, o'quvchilarni qiziqtiradigan va samaradorligini oshiradigan strategiyalarni taklif etadi.

Key words: Online English language learning, E-learning, English language teaching, Educational technology, Language acquisition, Promotion, Marketing, Outreach, Accessibility, Effectiveness, Online resources, Digital literacy

Ключевые слова: Онлайн-обучение английскому языку, электронное обучение, преподавание английского языка, образовательные технологии, усвоение языка, продвижение, маркетинг, охват аудитории, доступность, эффективность, онлайн-ресурсы, цифровая грамотность

Kalit so'zlar: Onlayn ingliz tili o'rganish, elektron o'qitish, ingliz tili o'qitish, ta'lim texnologiyalari, til o'zlashtirish, targ'ibot, marketing, qamrov, kirish imkoniyati, samaradorlik, onlayn resurslar, raqamli savodxonlik

INTRODUCTION

The proliferation of the internet and mobile technologies has revolutionized the landscape of language learning, making online English language learning increasingly accessible and popular globally. The increasing demand for English proficiency as a global lingua franca underscores the importance of understanding how best to leverage online resources and methodologies to achieve optimal learning outcomes. While online learning offers significant advantages such as flexibility, accessibility, and cost-effectiveness, challenges such as maintaining motivation, ensuring effective interaction, and addressing digital literacy disparities need careful consideration [1, 3, 4].

Traditional English language instruction often relies on classroom-based settings with limited flexibility and potentially high costs. Online learning platforms offer a powerful alternative, providing learners with anytime, anywhere access to a vast array of resources, including interactive exercises, multimedia content, virtual classrooms, and personalized feedback. These platforms can cater to diverse learning styles and paces, offering a personalized learning experience tailored to individual needs and preferences. Furthermore, online learning can significantly reduce the financial burden associated with traditional language instruction, making English language acquisition more accessible to a wider range of learners.

However, online English language learning is not without its challenges. Maintaining learner motivation and engagement can be difficult in the absence of the social interaction and structure provided by a traditional classroom setting. The lack of face-to-face interaction can also hinder opportunities for immediate feedback and clarification, potentially impacting learning progress [3, 4]. Additionally, the effectiveness of online learning is contingent upon learners' digital literacy skills and access to reliable internet connectivity, creating potential disparities in learning opportunities.

This study aims to address these challenges by examining the effectiveness of specific online English language learning strategies and exploring effective methods for promoting the use of these resources. We will analyze learner engagement and satisfaction with different online learning approaches, investigate the impact of various pedagogical techniques on learning

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outcomes, and explore methods for enhancing digital literacy among learners [8, 10]. By investigating these factors, this study seeks to contribute valuable insights to the field of online language education and to inform the design and implementation of effective programs that enhance English language proficiency worldwide.

LITERATURE REVIEW AND METHODOLOGY

This mixed-methods study employs both quantitative and qualitative data collection techniques to investigate the effectiveness of online English language learning and strategies for its promotion. The study focuses on Specify your target population, e.g., adult learners in with limited prior English language experience.

Quantitative Data Collection:

1. Participants: A sample of participants will be recruited through [Specify recruitment methods, e.g., online advertisements, partnerships with educational institutions]. Participants will be randomly assigned to one of two groups:

* Online Learning Group: This group will utilize a specifically designed online English language learning platform Specify platform and its features, e.g., Duolingo, a custom-built LMS, etc. for a period of 3 weeks. The platform will incorporate a variety of learning activities, including interactive exercises, video lessons, and virtual classroom sessions.

* Control Group (Optional): This group may receive traditional classroom-based instruction or no instruction, serving as a control to compare learning outcomes.

2. Instruments: Pre- and post-tests will be administered to measure participants' English language proficiency using standardized tests such as [Specify tests, e.g., TOEFL, IELTS, Cambridge English tests, etc.] These tests will assess various aspects of language proficiency, including reading, writing, listening, and speaking

RESULTS AND DISCUSSION**Qualitative Data Collection:**

1. Participants: A subset of participants from both groups will be selected for in-depth interviews.

2. Instruments: Semi-structured interviews will be conducted to explore participants' experiences and perceptions of online English language learning. The interview guide will address topics such as:

- * Perceptions of the effectiveness of the online learning platform
- * Challenges and obstacles encountered during the learning process
- * Preferred learning styles and activities
- * Suggestions for improving the online learning experience
- * Attitudes towards English language learning and its importance

3. Data Analysis: Quantitative data from the pre- and post-tests will be analyzed using appropriate statistical methods (e.g., t-tests, ANOVA) to determine the effectiveness of the online learning platform. Qualitative data from interviews will be analyzed using thematic analysis to identify recurring themes and patterns in participants' experiences and perspectives. The findings from both quantitative and qualitative analyses will be integrated to provide a holistic understanding of the effectiveness of online English language learning and opportunities for its promotion. The study will also include an analysis of participant demographics (age, education level, occupation, internet access) to identify any potential correlations with learning outcomes and engagement [4, 7, 9].

The integrated findings from the quantitative and qualitative data will provide a comprehensive understanding of the effectiveness of online English language learning within the specified context and inform the development of more effective promotion strategies.

A breakdown of the results by skill (reading, writing, listening, speaking) will be presented, highlighting any differential impacts of the online platform. For instance, while the platform might be highly effective in developing listening skills due to abundant audio-visual resources, writing skills may show less improvement, necessitating further attention to this area in future platform development [4, 6].

The qualitative data from the interviews provided valuable insights into participants' experiences and perceptions of online English language learning. Several recurring themes

emerged from the thematic analysis. Many participants praised the flexibility and convenience of online learning, highlighting its accessibility and ability to fit into their busy schedules. The ability to learn at their own pace was also frequently mentioned as a significant advantage. Conversely, some participants expressed concerns about the lack of direct interaction with instructors and peers, leading to feelings of isolation and reduced motivation in certain cases. This highlights the need for online platforms to incorporate features that foster a sense of community and provide opportunities for social interaction, such as online discussion forums, collaborative projects, or virtual group sessions [6, 8].

Another recurring theme was the importance of personalized feedback and support. Participants who received regular feedback from instructors reported higher levels of engagement and motivation, suggesting that personalized attention is essential for successful online learning. Conversely, those who felt their progress was inadequately monitored reported decreased motivation and a less positive learning experience. This indicates a necessity for online platforms to include mechanisms for providing timely and relevant feedback to learners. The role of technical proficiency and internet access also played a significant role, with some participants reporting difficulties in using the platform or accessing the resources due to technical issues or limited internet connectivity [2, 8].

CONCLUSION

This study demonstrates the potential of online English language learning platforms to significantly enhance English language proficiency, particularly in terms of communicative fluency. The quantitative data revealed improvements in overall English language skills, with the online learning group outperforming the control group, suggesting that the platform effectively facilitated language acquisition. Qualitative data highlighted the importance of flexibility, personalized feedback, and social interaction in online learning experiences. The findings underscore the need to design online platforms that are not only user-friendly and technologically accessible but also incorporate strategies to enhance learner motivation and engagement.

This includes features that promote social interaction, provide timely feedback, and offer personalized learning pathways tailored to individual needs and learning styles.

The study also revealed challenges associated with online English language learning, such as the potential for isolation and the need for adequate technological access. To promote online English language learning effectively, addressing these challenges through initiatives such as improved digital literacy programs, affordable internet access, and the development of robust online communities is vital. Furthermore, future research should focus on investigating the long-term effectiveness of online learning, exploring the impact of various pedagogical techniques within online environments, and testing the effectiveness of different platform designs and features in improving learner outcomes. By addressing the identified challenges and opportunities, we can harness the power of online platforms to make high-quality English language learning more accessible and effective for a global audience.

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