

## THE IMPACT OF DIGITAL PLATFORMS ON THE EFFECTIVENESS OF INDIVIDUAL FOREIGN LANGUAGE LEARNING AMONG STUDENTS (A CASE STUDY OF THE FRENCH LANGUAGE)

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**Abstract:** This article examines the role of digital educational platforms in enhancing the effectiveness of independent foreign language learning among university students. Particular attention is given to the study of French through contemporary online platforms and mobile applications. The paper analyzes the pedagogical advantages of digital technologies, their contribution to the development of language competencies, and the specific features of French-language educational resources. The findings indicate that digital platforms increase learner motivation, foster autonomous learning skills, and contribute to improved language proficiency outcomes.

**Keywords:** digital platforms, French language, online learning, mobile applications, language competencies, autonomous learning.

### Introduction

The rapid advancement of information and communication technologies has significantly transformed modern education. Digital learning environments have become an integral component of the educational process, particularly in the field of foreign language acquisition, where continuous practice and exposure to authentic materials play a crucial role. Contemporary students increasingly rely on online resources and mobile applications to supplement their studies, allowing them to personalize learning experiences and engage in language practice beyond the classroom.

French remains one of the most influential and widely spoken languages worldwide. As an official language of numerous international organizations and a means of communication in more than thirty countries, French continues to attract considerable interest among language learners. Consequently, investigating the educational potential of digital platforms for learning French has become an important area of academic inquiry.

### Digital Platforms in French Language Learning

Digital educational platforms can be defined as electronic learning environments that provide access to instructional materials, interactive exercises, multimedia content, and communication tools enabling interaction among learners and instructors.

Among the most widely used language-learning applications is **Duolingo**, which incorporates gamification elements such as achievement systems, points, and daily challenges. These features encourage learners to maintain regular study habits and sustain motivation. For French language learners, the platform offers structured activities aimed at developing grammar, vocabulary, reading comprehension, and listening skills.

Another highly valuable resource is **TV5MONDE Apprendre le Français**, an educational platform built around authentic audiovisual materials from the French television network TV5MONDE. The platform offers exercises at various proficiency levels and provides learners with opportunities to improve listening comprehension through exposure to natural spoken French.

The platform **Bonjour de France** is also widely appreciated among students. It offers a broad range of free exercises focused on grammar, vocabulary acquisition, pronunciation, and language practice. Its interactive format enables learners to assess their progress independently and identify areas requiring further improvement.



Similarly, **Français Facile** provides an extensive collection of language-learning resources, including grammar explanations, dictation exercises, and self-assessment activities. The platform caters to learners of different proficiency levels, from beginners to advanced users.

### **Educational Benefits of Digital Technologies**

The integration of digital platforms into language learning has a positive impact on students' academic performance and learning efficiency. First, learners can access educational materials at any time and progress according to their individual pace and learning preferences. Second, online resources eliminate geographical barriers by ensuring continuous availability of learning content. Third, interactive activities and multimedia tools contribute to increased learner engagement and motivation.

Mobile applications such as **Babbel**, **Busuu**, and **Memrise** further enhance language acquisition by facilitating short but frequent learning sessions throughout the day. This approach supports regular revision and improves long-term retention of vocabulary and grammatical structures. Moreover, many contemporary applications employ artificial intelligence technologies to personalize learning pathways and adapt instructional content to the learner's proficiency level.

### **Challenges and Limitations**

Despite their numerous advantages, digital learning platforms also present certain challenges. Effective independent learning requires a high degree of self-discipline, time management, and personal responsibility. In addition, some applications place greater emphasis on receptive skills and grammatical practice while providing limited opportunities for authentic oral interaction and spontaneous communication. Therefore, the most effective approach involves combining digital technologies with traditional instructional methods and real-life communicative practice. Such a blended-learning model enables students to benefit from technological innovations while simultaneously developing interpersonal communication skills.

### **Conclusion**

Digital platforms have become an influential factor in enhancing the effectiveness of independent foreign language learning among university students. The example of French language education demonstrates that contemporary digital resources provide extensive opportunities for developing linguistic competencies, strengthening learner motivation, and supporting autonomous study. Educational platforms such as Duolingo, TV5MONDE Apprendre le Français, Bonjour de France, and Français Facile contribute significantly to the formation of communicative competence and the overall improvement of language proficiency. Future developments in digital technologies and artificial intelligence are expected to further optimize language-learning processes and create more personalized educational experiences for learners worldwide.

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