

## INNOVATIVE TECHNOLOGIES AND APPROACHES IN INTERCULTURAL COMMUNICATION

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### 1. Introduction.

One of the priorities in the education system is to achieve guaranteed educational results with the technologization of the learning process. To do this, by changing the learning process, the teacher must work creatively. After all, previously the student performed only the roles of a receiver, a storage device, absorbing knowledge, and now, according to new requirements, an independent student, a student is recognized as. Therefore, in order for a person to fulfill these roles, we must prepare his new image for modernity.

One of the main goals of the new technology is to educate the child, to form his freedom, activity, and to teach him to make independent decisions. The use of innovative technologies is a requirement of life. The popularity of new pedagogical innovative technologies in the modern education system:

- Differentiated education;
- Developmental learning;
- Level-based training;
- Consolidation and intensive training;
- Modular training;
- Block-modular training;

Along with project-based learning technologies, information and communication technologies are directly implemented using technologies:

- Computer technology;
- Multimedia technologies;
- Distance learning technology;
- Network technologies;
- Internet technologies;

We consider the so-called interactive technologies to be a group of innovative technologies in education.[1]

### 2. Innovative Technologies in Intercultural Communication

**Virtual Reality (VR)** is like a magic tool for connecting people from different cultures and helping them learn better. With VR, you can put on a special headset and be transported to a whole new world where you can meet and interact with people from all over the globe. It's like being there in person, but without having to travel!

Platforms like AltspaceVR and Mozilla Hubs let people from anywhere in the world gather in virtual spaces. You can join virtual meetings, cultural events, and even explore famous landmarks together. It's a cool way to connect and learn about different cultures without leaving your home.

In education, VR is used to create fun and realistic learning experiences. Imagine being able to practice skills or visit faraway places without ever leaving your classroom! It helps students understand and remember things better because they get to experience them firsthand in a safe and controlled environment.

**Artificial Intelligence (AI)** is changing how people from different cultures communicate by giving them helpful tools and platforms. For instance, there are AI-powered translation tools like Google Translate and Microsoft Translator. They use smart technology to translate text, speech,

and even gestures in real-time. These tools make it easy for people who speak different languages to understand each other better. Also, there are platforms like Culture Mee that use AI to give advice about different cultures. They offer tips and practical suggestions to help people navigate unfamiliar cultural situations with confidence. In education, Artificial Intelligence (AI) is being used more and more to help students learn languages and communicate with people from different cultures. There are special apps powered by AI that make learning languages easier. These apps personalize learning for each student based on how well they know the language and how they like to learn. They use smart technology to see how well students are doing and give them feedback. This helps students learn languages faster and understand each other better, which is really important in our diverse world.[2]

**Cross-Cultural Training Programs:** Cross-cultural training programs help people learn how to communicate well with others from different cultures. They're like classes that teach you everything you need to know to interact effectively with people from diverse backgrounds.

These programs usually include fun activities like workshops, role-playing, and discussions. They also have things like case studies and tests to help you understand cultural differences better.

For example, the Cultural Intelligence Center offers training programs to help individuals and teams develop cultural intelligence (CQ). Cultural intelligence means being able to work well in different cultural situations.

Overall, these programs are important because they help people understand and respect each other's cultures. They teach skills like good communication and how to solve problems when there are cultural differences.

### **3. Innovative teaching methods and technologies**

What do we mean by innovation in learning? Innovative teaching methods?

Innovations (from Latin. in - in, new) - innovation, introduction of new, introduction of novelty. Innovation is the process of mastering and introducing new things. Innovation is a phenomenon that carries the essence, methods, and techniques, technologies and content of the new. The innovation process is a complex activity for the formation and development of education and the organization of a new one. Innovative teaching methods are teaching methods that carry new ways of teacher-student interaction, a certain innovation in practical activities in the process of mastering educational material.[5]

Teaching methods are a mechanism for implementing ideas that make it possible to practically implement goals, objectives, content, principles of learning are brought to life. At the same time, teaching methods are also defined as the driving force of the entire learning process, and must meet modern requirements of society and trends in the development of education. Through the introduction of new teaching methods and techniques, there is a real reform of the learning process and education in general, which can be implemented by each teacher in each specific lesson. "Teaching methods set the pace of development of the didactic system - learning progresses as fast as the applied methods allow it to move forward." [3]

Why is it necessary to use innovative teaching methods in the educational process?

**Firstly**, because modern times are a time of innovation, creation. Every day we come across new goods and products, new knowledge, new ideas. And this should correspond to both the learning process and the teaching methods.

**Secondly**, familiarization with innovative teaching methods, their constant use, makes it possible to make students' thinking open to innovations, to teach them to work ahead of the curve, since these qualities are the features of innovative learning.[4]

**Thirdly**, innovative teaching methods are active teaching methods. These teaching methods make it possible to form the experience of creative and innovative activity of students, which ultimately affects the competence of a future specialist. The essence of innovations in learning, the most innovative teaching methods, is also determined by their dynamism and activity.

**In my opinion**, the most successful for the development of educational and professional speech and for practicing professional communication are classes held in the form of educational

discussions and conferences. Of course, the teacher is not able to help each individual student. But they are able to take on this responsibility themselves if they work in small groups, learn to be responsible for everyone's success and learn to help each other. Everyone makes mistakes in the learning process. Only some people need more time and effort to master the material, while others need less. For me personally, learning together is not only easier and more interesting, but also much more effective. The exploring new ways to communicate with people from different cultures is really important because our world is becoming more connected.

One cool idea is using virtual reality or augmented reality to create lifelike simulations where you can practice talking to people from other cultures. It's like a safe space to learn and understand each other better. Also, we can use smart tools that translate languages instantly, making it easier to talk to someone who speaks a different language. Social media can also help by exposing us to different cultures and ideas. By working together with experts from different fields like psychology and sociology, we can come up with even better ways to communicate across cultures. This can be super helpful for businesses working internationally and for students preparing for global careers. In education, in schools and colleges, we can use fun and new ways to help students learn about different cultures. For example, teachers can use interesting technologies such as virtual reality to send students on virtual trips around the world. This can also be used in various subjects where such technologies are needed to conduct lessons effectively. This way, students can get to know different cultures without even leaving the classroom! In addition, online classes can teach lessons in different languages and show students videos and stories from different countries. Sometimes students from one school may even attend another school in another country to study and make friends. By trying out these fun ideas, students can learn to understand and respect people from all over the world.

In conclusion, it should be noted that the use of innovative teaching methods and various technologies affects the improvement of the quality and activation of cognitive activity of students, the disclosure of creative potential and independence, and also contributes to the formation of professional qualities necessary in the future specialty of students. It is also noted that innovative technologies and approaches provide wide opportunities to improve intercultural communication. However, it is important to continue the research and development of these technologies in order to increase their accessibility, effectiveness and adaptation to different cultural contexts and learning.

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