USE OF ARTIFICIAL INTELLIGENCE IN HIGHER EDUCATION: LINGUISTIC AND PEDAGOGICAL PERSPECTIVES

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Abstract

This article explores contemporary trends and practical opportunities for the integration of artificial intelligence (AI) in higher education, with a particular focus on language instruction and pedagogical practices. The study outlines key AI technologies and tools, examines academic disciplines in which AI is actively applied, and identifies major user groups within higher education. Special attention is given to the transformation of the teacher's role and the development of personalized learning environments. The paper also addresses existing challenges related to the implementation of AI in education, including financial constraints, limited access to educational AI tools, and ethical considerations. The findings highlight the growing potential of AI to enhance language learning outcomes and promote learner autonomy while emphasizing the importance of preserving the human dimension of education.

Keywords: Artificial intelligence; higher education; language learning; educational technologies; chatbots; data analytics; machine learning.

Introduction

In recent years, higher education has experienced rapid technological transformation, largely driven by advances in artificial intelligence (AI). These technologies are increasingly influencing teaching methodologies, curriculum

design, and assessment practices, particularly in the field of language education. The integration of AI has redefined traditional pedagogical approaches and expanded opportunities for personalized and adaptive learning.

AI in Language Education

The application of AI technologies in language education has introduced innovative tools for developing linguistic competencies, including writing, speaking, listening, and reading skills. AI-based systems provide automated feedback, grammar correction, and contextual vocabulary support, allowing learners to engage in self-regulated learning. Mobile accessibility further enhances the effectiveness of these tools by enabling continuous practice beyond the classroom environment.

Pedagogical and Cultural Implications

The use of AI in education has led to a reconsideration of the teacher's role, shifting from information delivery to facilitation and guidance. While AI systems efficiently perform routine instructional tasks, they lack cultural sensitivity and emotional empathy, which remain essential components of effective language education. Therefore, a balanced approach that integrates technological innovation with human-centered pedagogy is required.

Challenges and Ethical Considerations

Despite its advantages, the implementation of AI in higher education faces several challenges. These include high costs, unequal access to digital resources, data privacy concerns, and ethical issues related to academic integrity. Addressing these challenges is crucial for ensuring responsible and inclusive use of AI technologies in education.

Conclusion

The integration of artificial intelligence in higher education, particularly in language learning, offers significant potential for improving educational quality and learner engagement. However, the effectiveness of AI-enhanced education depends on thoughtful implementation, ethical awareness, and the preservation of the human aspects of teaching. Future research should focus on developing

pedagogical models that harmoniously combine AI technologies with cultural and social dimensions of education.

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