PERSONALIZED EDUCATION AND THE PEDAGOGICAL ESSENCE OF THE PERSONAL APPROACH IN EDUCATION

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Annotation: *The article examines the use of artificial intelligence systems in selecting personalized learning programs for teaching the English language, as well as their role in identifying students' individual characteristics, adapting educational resources, monitoring the learning process, enhancing motivation, and supporting the teacher's methodological activities.*

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In the modern education system, approaches aimed at developing the learner's personality are gaining significant importance. In the educational process, the need to take into account students' individual characteristics, interests, level of knowledge, and learning pace has led to the emergence of the concept of personalized learning. This approach focuses on adapting education to the needs of the learner, while also contributing to increased student engagement, motivation, and independent thinking.

In pedagogical literature, the concept of personalized learning is closely associated with the concepts of individual and differentiated instruction. Individual learning is aimed at taking into account a learner's personal abilities and capacities, whereas differentiated instruction involves teaching students by dividing them into specific groups. In contrast, personalized learning seeks to

create a unique learning pathway for each individual student. At the same time, it ensures continuous monitoring of the learner's interests, abilities, and learning pace, and provides a flexible, outcome-oriented approach.

The main goal of personalized learning is to increase students' active participation in the educational process, develop their independent thinking, and form skills of self-assessment and self-regulation of their knowledge. In this approach, the learner becomes the central figure in the learning process, while the teacher assumes the role of a guide and advisor. At the same time, a personalized approach enhances student motivation, as each task and exercise is tailored to the learner's level of knowledge and interests. This, in turn, significantly improves the effectiveness of education.

The importance of personalized learning becomes even more evident in the process of teaching foreign languages, particularly English. Each learner studying English has a different pace of language acquisition, pronunciation ability, vocabulary range, and communicative skills. Traditional lessons are usually conducted based on a single standardized program, which cannot fully meet the individual needs of all students. Therefore, personalized learning programs make it possible to provide instruction tailored to students' levels, interests, and weaknesses. For example, if a student has a strong vocabulary but weak pronunciation, they can be given exercises specifically aimed at improving pronunciation. At the same time, individualized programs can be designed for others to strengthen grammar or listening skills.

The relevance of the concept of personalized learning is reflected not only in the individual development of learners but also in increasing their interest and motivation in the educational process. Psychological research shows that students achieve greater success when performing tasks that are tailored to their needs and abilities, and they feel more competent and effective in their learning. At the same time, a learner-centered approach enables teachers

to plan lessons more effectively, identify students' weaknesses, and provide appropriate support.

In modern pedagogical literature, the technological application of personalized learning has also been studied extensively. With the help of digital and artificial intelligence–based platforms, students' knowledge levels are automatically analyzed, their mistakes are identified, and individualized exercises are selected based on program algorithms. This enables teachers to continuously monitor students' progress and improve the effectiveness of the educational process.

From this perspective, the concept of personalized learning has not only theoretical but also practical significance in teaching English. It helps optimize the learning process, increase motivation, and effectively develop language skills by taking into account learners' individual capabilities. At the same time, the automation, monitoring, and adaptation of personalized learning programs through artificial intelligence systems represent a revolutionary innovation in pedagogical practice.

The importance of a personalized approach in teaching English is one of the most significant issues in modern pedagogy. Each learner's language acquisition process has its own individual characteristics, including level of knowledge, vocabulary range, pronunciation quality, grammatical ability, as well as learning pace and motivation. Traditional teaching methods are generally based on a single standardized curriculum, which cannot fully meet the individual needs of all students. Therefore, a personalized approach allows teachers to consider each learner individually and select methods and exercises tailored to their abilities.

One of the main advantages of a personalized approach is maximizing the learner's rate of language acquisition. Research shows that exercises and tasks adapted to the learner increase their engagement and help develop self-assessment and independent thinking skills. For example, if a student has

difficulties with pronunciation, they can be given individualized exercises aimed at improving it. Another student who is weak in reading or listening can be provided with tasks focused on those specific skills. In this way, each learner receives instruction adapted to their strengths and weaknesses, which significantly enhances overall learning outcomes.

A personalized approach also contributes to increasing students' motivation. Psychological studies show that learners demonstrate greater interest when performing tasks tailored to their individual needs, actively participate in lessons, and feel more knowledgeable and effective. Increased motivation helps learners achieve consistent and long-term results in language learning, as they are oriented not only toward acquiring knowledge but also toward self-development.

Another important aspect of the personalized approach is that it helps organize the teacher's work more effectively. Through individualized instruction, teachers can identify students' weaknesses, determine which skills need further development for each learner, and optimize the educational process. As a result, the teacher acts not only as an instructor but also as a guide and mentor focused on the learner's development.

In conclusion, the concept of personalized education and the pedagogical essence of the personal approach in English language teaching are aimed at placing students at the center, taking their individual characteristics into account, and increasing the effectiveness of education. Therefore, implementing this concept and integrating it with artificial intelligence systems is considered one of the most important directions of pedagogical research today.

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