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## FEATURES OF FOREIGN LANGUAGE LEARNING SERVICES

**Introduction.** The need to use different language services in teaching foreign languages is explained by the need for diversity and flexibility of the teaching process itself. Each person has their own unique learning style, and the use of multiple platforms allows for individual needs of learners, promotes improvement of speaking and writing skills, and helps to familiarize with the peculiarities of the culture of the language being studied. It also develops motivation and interest in learning. We find services “Duolingo”, “Memrise” and “HelloTalk” productive to be used in teaching foreign languages as they take into account all the above-mentioned features.

**Main part.** In order to determine the advantages and disadvantages of mentioned above foreign language learning services, we conducted a comparative analysis of these learning services according to the following parameters: teaching methods, available languages, course structure, lesson format, depth of study, adaptability, cost, community, additional functions.

“Duolingo” is a popular app that offers users a variety of lesson formats, including listening, writing practice, translations, speaking exercises and grammar tasks. This approach allows not only to master the language, but also to maintain interest in learning. The application supports a variety of languages, allowing users to choose the one they are interested in. The opportunity to use both on mobile devices and web platforms allows you to study anytime and anywhere. In addition, the application reminds users of the need to exercise every day, which helps to maintain the regularity of classes. However, “Duolingo” has its drawbacks. The study of grammar and speaking practice may not be thorough enough, and users may face difficulties in pronunciation that require additional practice. Some language courses may be less complete than others, which limits the possibilities of study. The application also offers memorizing certain phrases, which may hinder free expression of thoughts in the future. For experienced users who speak the language at a high level, the application may not provide new calls [1].

“Memrise” is an online platform and mobile application designed for learning foreign languages with cards that help you improve vocabulary. It is enough to choose a ready-made course and follow it, which makes the learning process accessible and comfortable. It is available in more than 20 languages, including English, Spanish, French and many others, allowing users to choose the language of their interest. The course structure is organized in levels that users pass as they progress. The depth of learning varies depending on the course, but the application focuses on the elementary level as well which is suitable for beginners. The Memrise community actively participates in the learning process, allowing users to share experiences, create their own courses and share resources. Additional features such as achievements and class reminders help to maintain motivation and regularity of learning. It should be noted that the number of languages available in “Memrise” is less than some other applications have. In addition, some features are only available in a paid version and the application may be limited to users with advanced level of knowledge. It is also worth considering that there are few exercises for listening and pronunciation [2].

“HelloTalk” is a unique service that allows you to find and communicate with native speakers, making the language learning process more engaging. It is available in more than 100 languages, including English, Spanish, Chinese and many others, which allows every user to find the language they want to learn. The course structure is not traditional; the application does not offer fixed lessons, but instead focuses on interaction with language speakers, which creates a flexible and dynamic educational environment. The format of the lessons includes text messages, voice memos and video calls, allowing users to choose a convenient way to communicate. The depth of study depends on the level of involvement of the user and the quality of communication with the partner. This allows you to adapt to individual needs and goals of language learning. The basic features of the application are free, but the Plus subscription provides additional features: no ads, translation and error correction. The HelloTalk community actively interacts, offering users the opportunity to share experiences, find new friends and learn from each other. Additional features, such as a built-in dictionary and the ability to translate messages, help users better understand the language and improve skills [3].

**Conclusion.** Each of the applications has its own unique features that may be more or less suitable depending on the user's goals. "Duolingo" is ideal for initial language learning because of its playability and accessibility. "Memrise" focuses on the vocabulary stock and convenient course structure, making it a good choice for memorizing new words and phrases. "HelloTalk", in its turn, offers lively communication with native speakers, which enriches the learning process and helps to develop speaking skills. Thus, the choice of an application depends on personal preferences and language learning goals. Also, this study does not claim to be the complete study of the problem and suggests further development of the issue in terms of practical application.

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