

AI AND MACHINE LEARNING IN LANGUAGE EDUCATION WITH FULL LANGUAGE IMMERSION

Nowadays people are encouraged to learn more than one foreign language in order to have access to additional resources from which they can benefit their leisure and career. This paper is focused on the concept of learning foreign languages by input method also known as immersive learning. Previous research has proved that these methods are more effective compared to traditional textbooks. This article shows how a steep learning curve can be reduced by using artificial intelligence. The novelty of this research is that there are no services that can prepare content which should be used in language learning using the input method.

No matter what occupation people happen to wish they'd known more foreign languages. There can be a series that has not been translated yet or an article on a very specific topic written in language native to a researcher. In both cases our possibilities are limited due to the lack of language skills. But even if to invest time into learning a foreign language it can take years of dedicated practice in order to reach a final goal of consuming content in another language. Lately the concept of immersive learning which can be easily applied to linguistics has been come across.

The main idea of immersive learning is to put an individual in a specific background full of information that is to be learnt [1, 109 c]. For example, you can create a Twitter account targeted to your field of study. This will make you comfortable with a subject and will provide a general view of your learning journey.

Speaking of languages you get a lot of options such as watching media, playing games, reading books, texting with natives and surfing the web. So you

will be bombarded with hours of language input. Some studies show that it can be the way less effective than dedicated learning involving traditional textbooks but in this case you will merge your endpoint of consuming content in foreign language with a process of learning which will retain your joy of studying. Maintaining an interest in this activity is crucial as it's important to keep a streak of practice because no matter how far you get with intensive learning if you drop your subject in the way.

The main downside noticed is that it can be challenging to peek at what you are about to watch or listen to if you have a limited experience in a studied language or a culture of target language which are different from your native ones. These situations can prevent people from using techniques of immersive language learning and we've come across with the idea of content aggregation based on your preferences. The main concept of this approach is to provide you with a wide variety of options for consuming content in a specified language that you are willing to study. The algorithm is supposed to generate a unique feed of resources that you would normally browse in your native language. Finding out what a specific person would like to see in the feed can be quite difficult. But we can deal with this limitation by using machine learning. With developed mathematical model we can write a program that will be able to predict a user's feed even in situations that the standard algorithm can't cover. In order to train a model we have to provide a starting set of patterns of actual people. For that purpose we can encourage users to share their behavior in everyday life while using their native language and in return provide extended access to the platform.

Using machine learning in your technology can be extremely beneficial to your service as you always know what users would like to get. But this forces you to collect plenty of data that can be quite sensitive as the data about your interests can be sold to ad targeting companies. Being suspicious of data leaks can be critical for a new startup. So you should worry about privacy a lot. One of the simplest options is to open-source your project. But in this case you can't

really benefit from software distribution. As a result, speaking of the business model of such startup we'd suggest using a freemium pricing strategy that involves additional service based on your subscription. A basic account should focus on the most popular media like YouTube, Twitter and Netflix. And premium accounts should focus on more specific technology like various podcast platforms as they are more challenging in terms of algorithms but they can provide a special offer for an interested user.

In conclusion it should be stated that immersive language learning can be used as an effective practice which requires additional effort. Consistent interest in the content produced by foreign language speakers shows a natural desire to learn languages by input. Described above strategy provides set out regularities for the content to be aggregated and the development of the AI technologies makes possible the implementation of such services. Using the provided method should increase productivity of language learning allowing to use it effectively as a tool in the process of education.

References

1. Bridget C. Pinsonneault. *Authentic Input in Early Second Language Learning* / Bridget C. Pinsonneault. — University of Massachusetts Amherst, 2014. — 109 p.