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ЦИФРОВИЗАЦИЯ КУЛЬТУРНОГО КОДА В ИНОСТРАННОМ ЯЗЫКЕ

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Кемерово, Россия**DIGITALIZATION OF CULTURAL CODE IN FOREIGN LANGUAGE**

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Russia**Introduction**

With the appearance of the digital age all the structure of educational process has been irrevocably changed, and foreign language learning is no exception in this case. The traditional classroom, which we used to accept as a place of language acquisition, is supplemented now, and moreover, replaced by variety of digital tools, platforms, and new resources. This transformation represents both sides of a coin: from one point it gives us unprecedented opportunities, from the other it also has a complex challenges concerning the transmission and understanding of cultural code within the context of foreign language education. Cultural code, understood as the collective set of values, beliefs, customs, traditions, and historical narratives that define a society [1], which are inextricably linked with language. Thus, digitalization provides a powerful influence over how this code is conveyed, interpreted, and finally, understood by language learners.

Digitalization and language learning

Language is more than a mere system of symbols and grammatical rules; it is a dynamic, evolving reflection of the culture from which it emerges [2]. Cultural code is part of a linguistic features multitude, ranging from vocabulary and abundance of idioms with proverbs, to subtle nuances in grammatical structure and even, nonverbal communication patterns. For instance, the vocabulary which we chose to describe different concepts can reveal underlying cultural priorities and values. Idioms and proverbs, which always reflect historical experience and have a cultural narrative, show us the worldview of a particular society. Nonverbal communication, including gestures and facial expressions significantly differ across the cultures and can lead to miscommunication if they understood not so properly. Even through grammatical structures we can reflect cultural values, such as the emphasis on collectivism comparing with individualism. For instance, some

languages have grammatical constructions that emphasize the role of the group, while others prioritize the individuality. Japanese and Korean languages use grammatical particles that prioritize the action over the subject. Also the use of honorifics plays a crucial role in signifying social hierarchy, rather than individual prominence. In German, English and French, on the opposite, the subject remains an important grammatical element.

Therefore, it is important that foreign language learners move beyond just linguistic aspects of language to develop a deeper understanding of the cultural code it represents. This understanding is essential not only for effective communication but also for developing of intercultural competence, which involves the ability to interact effectively and in appropriate way with people from different cultural backgrounds.

Digital tools and resources

Digitalization has unlocked a wide range of tools and resources that can make the transmission of cultural code easier for foreign language learners, providing them with access to authentic cultural experiences and opportunity to communicate with native speakers.

Interactive platforms became quite popular among language learners. Platforms such as Duolingo, Babbel, Memrise, and Rosetta Stone offer interactive lessons that often integrate cultural elements into their curricula[3]. These platforms even may include lessons on greetings for beginners, acquaintance with customs and traditions of the country, holidays, and traditional cuisine. To enhance learner engagement and motivation they frequently use various gamification techniques. However, you should critically evaluate the cultural content presented on these platforms in order to ensure that it is accurate and avoids any harmful stereotypes.

Due to development of Internet resources and media platforms we can we can stay up to date with current information from anywhere in the world. Authentic digital media, including online news broadcast and articles, movies, television series, music videos, podcasts, and documentaries, provides learners with unprecedented access to real-world language use and cultural contexts. Watching a foreign movie in original, can contain the key elements of social norms, meaningful values, and aspects of everyday life, as well as using language in a particular communicative situation. If you want to go deeper and understand a current cultural issues and further perspectives, analyzing online news articles can provide learners with all the appropriate information.

In our rapidly developing world the newest technologies can offer us even more immersive cultural experience. Virtual reality and augmented reality technologies hold immense potential for creating immersive cultural experiences that allow learners to virtually travel to foreign countries, interact with virtual native speakers, and participate in simulated cultural events [4]. VR Simulations

are able to recreate famous historical landmarks, cultural festivals, and even everyday social situations, giving learners more engaging and modern learning environment than traditional classroom methods. AR applications, in turn, can literally overlay cultural information onto real-world objects, enriching learners' surroundings and visualizing the object.

There are also great opportunities to communicate via different social media and you can make friends all over the world. "Social media platforms like Facebook, Twitter, Instagram, and TikTok offer valuable opportunities for learners to connect with native speakers, participate in online discussions, follow cultural trends, and learn about current events" [5]. All these media help us to practice the language with native speakers and make a cultural exchange, following foreign influencers and content creators who share some insights into their culture.

If you are creative person and want to share with your own stories, you may also do it on the open spaces of Internet now. Digital storytelling, involving the creation of multimedia narratives that incorporate cultural themes and perspectives, is a powerful tool for learners to develop their language skills, cultural understanding, and digital literacy [6]. Learners can create videos, podcasts on particular topic, interactive presentations, or online comics to show their own experience and cover different cultural perspectives, or retell traditional stories in modern way for new generation.

Learning the culture: challenges and considerations

Of course, with the numerous advantages, the digitalization of cultural code is also presents several significant challenges for foreign language learners and considerations that must be taken into account in order to be ensure that learners will develop a nuanced and accurate understanding of the target culture.

Ensuring Authenticity and Accuracy is the main criteria to avoid haunting stereotypes when you just begin to dive into the other culture. That is why a primary concern is that the digital resources used in language teaching were authentic, update, and represent the diversity of the culture. Stereotypical, over-simplified, or outdated representations can distort learners' perception and entail harmful prejudice. It is crucial to critically evaluate the sources of information and to seek out multiple points of view to gain a more comprehensive understanding.

Context is also has an influence when you get any new information in any language and any country. Cultural code should not be presented in isolation but rather within a meaningful context that allows learners to understand its significance and relevance [7]. Isolated facts and figures about a culture are less likely to be remembered or understood rather than involved into the context of a true story, a conversation, or cases in real life. Connecting cultural information to their own experiences and perspectives learners can also enhance understanding and engagement.

In modern realities we are overwhelmed with information. Due to this promoting critical thinking and reflexivity is one of the useful skills. Learners should be encouraged to critically evaluate the cultural information they get online, to question outdated stereotypes and assumptions, and also to reflect on their own cultural biases. Teachers should include discussions about cultural differences into the program, teach learners to consider the point from different angles, and help them to develop intercultural competence.

Of course to teach someone, you should be competent specialist in your area. Providing adequate teacher training is the key to the success and guarantee of quality. Teachers need to be trained for effective usage of digital tools and resources into their teaching practices and to raise meaningful topics about cultural issues. Also they must avoid their own cultural biases and to create respectful and supportive environment in a classroom which helps to perceive all cultures without prejudice.

For effective learning there should be an organized and equipped space. It is important to bear in mind that not all learners have equal access to digital technology and resources. Whenever is possible, the lack of digital resources should be eliminated and learners should be provided with the opportunity to get benefit from the digitalization of language learning. For instance, this may involve providing access to computers and Internet at schools or community and coworking centers, offering training or courses of digital literacy, and don't forget to develop offline resources as well, for learners who lack the resources and Internet access at home.

Due to increasing use of online platforms and social media in language learning, it is essential to protect data privacy and security of learners and teachers. Organization should ensure that they are using platforms that comply with data protection regulations and that they are educating learners about online safety, including how to protect their personal information and avoid online scams.

The role of the teacher and responsibilities

While digital tools and resources play an increasingly prominent role in language learning, the role of the teacher remains indispensable. Teachers serve as facilitators, guides, mentors, and cultural mediators, helping learners to navigate the complexities of cultural differences, develop their intercultural competence, and become responsible digital citizens [8]. Of course, the teachers are expected to have the skills to teach this to students competently. The teacher's responsibilities in the digital age include several points:

- Curating and evaluating digital resources

Selecting and critically evaluating digital resources to ensure that they are true and authentic, accurate, and appropriate for the learners' level, interests, and cultural backgrounds.

- Creating engaging and meaningful learning activities

Creating interactive activities that might integrate digital tools and resources. It would be more effective if it promoted cultural understanding, critical thinking, and language development.

- Offering topics discussions and fostering critical dialogue

Leading discussions about cultural issues, encouraging learners to share their own experiences and points of view, and fostering a classroom atmosphere where diverse viewpoints are respected.

- Providing feedback and further recommendations

Giving feedback on learners' language skills, cultural understanding, and digital literacy and also offering some recommendations on effective and responsible using of digital resources.

- Promoting intercultural competence

Teachers should encourage learners to develop their intercultural competence, which includes the ability to communicate effectively and appropriately with people from diverse cultural backgrounds. They should help them to become responsible and engaged global citizens with an active life position.

Conclusion. The future of language learning.

The digitalization of cultural code has the potential to revolutionize the way we learn and teach languages. By integrating and using digital tools and resources responsibly, critically, and creatively, teachers can make more engaging, authentic, and effective learning process that help learners to develop their linguistic and cultural competence, foster intercultural understanding, and become informed and responsible global citizens. However, it is crucial to remain mindful of the challenges connected with digitalization, such as authenticity, accuracy, contextualization, critical thinking, teacher training, access, and data privacy. By solving these challenges, we can ensure that digitalization will serve to enhance the richness and complexity of cultural code in foreign language learning. The future of language education lies in harnessing the power of digital technology to create immersive, interactive, and culturally enriching learning experiences that prepare learners to interaction in an increasingly interconnected and diverse world.

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