

AN EASY WAY OF LEARNING LANGUAGES AND THE MODERN WAY OF DUALINGO APP

Unfortunately, most people realize the duration of the process and abandon their goal for a long time. This is exactly the kind of person Louis von Ahn was once. Once upon a time he had to take a test to enter university, but the test was very expensive and difficult to obtain. Louis was well versed in how to create IT products and understood their marketing. However, this was not enough to launch a language teaching application. He wanted to create an application that would reveal the abilities of any person, regardless of his financial situation. This is how the Duolingo application appeared.

The service itself was launched in 2012 and since then has allowed users to learn more than 30 languages. The platform is based on something like an individual autonomous approach, so each person learns in his own way, at his own pace. To prevent Duolingo from becoming another boring and unpopular service, it had to analyze a lot of textbooks and practical manuals for those who teach and teach foreign languages. Duolingo convinces people that it is possible to learn a foreign language on their own, without courses and teachers. And this is true.

The idea of finding a compromise between consumer society and learning foreign languages has grown into the use of bright and stylish pictures, an accessible explanation and the most popular symbol among other applications - the owl Duo [3]. Duolingo uses a playful approach, vibrant animated characters and a simple user interface with a curriculum that helps you master the language and even use it fluently. The application is based on a methodology to help retain users for a long time, as well as a curriculum that meets international standards [1].

Balanced educational material

Along with common phrases, Duolingo users also encounter unusual sentences written in comic forms. Why are these ridiculous proposals being introduced? They are easy and fun to remember. Unexpected content like this also encourages users to think about the language they are learning [2].

Duolingo allows users to identify language patterns on their own without focusing on learning grammar rules – much the same way we learn our native

language in childhood. This approach is called implicit or hidden learning. It is ideal for building a solid basic knowledge of the language and its rules.

This system is very important because student engagement and lesson complexity are interconnected. When students are given material that is too complex, they are often upset and drop out. Material that seems light may interest them, but it doesn't offer them as much of a challenge.

Touching specifically on the topic of development as a whole, I wanted to convey the idea of how important it is to competently provide materials without unnecessary tasks and pictures. The correct work of the creators showed the result of a good commercial move.

After all, when we divide one big task, such as learning a new language, into simple components, lure it in and present it under the correct picture, we get the language we learned [1].

LITERATURE

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3. Airey, D. (2014). *Logo Design Love: A Guide to Creating Iconic Brand Identities* (2nd ed.). New Riders.

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THE IMPACT OF LIGHT POLLUTION ON SPECIES DIVERSITY IN THE URBAN ENVIRONMENT

Modern cities are increasingly adopting eco-design principles, but the issue of light pollution requires special attention. Belarus is demonstrating a progressive approach to addressing this problem [1]. However, the challenge remains far from resolved. Light pollution disrupts wildlife, impacts human health, wastes money and energy, contributes to climate change, and blocks our view of the universe.

- How can cities balance safety and environmental preservation?
- Which lighting technologies cause the least harm to nature?