

SWOT analysis develops students' skills in analyzing problems, identifying opportunities, and effectively using existing situations. This not only develops interdisciplinary integration and critical analysis, but also helps to put STEM competencies into practice. At the same time, analyzing the strengths, weaknesses, opportunities, and threats of products developed based on SWOT analysis forms systematic thinking in students.

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ENHANCING VOCABULARY ACQUISITION THROUGH MOBILE APPLICATIONS

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Annotation: Ushbu maqolada mobil ilovalar yordamida lug‘at boyligini oshirish masalasi nazariy jihatdan tahlil qilinadi. Zamonaviy texnologiyalar, ayniqsa mobil qurilmalar ta‘lim jarayoniga faol kirib kelib, til o‘rganishda muhim vositaga aylanmoqda. Tadqiqotda mobil ilovalar yordamida so‘z boyligini o‘rganishning samaradorligi, uning afzalliklari va o‘quvchilarning mustaqil ta‘lim olish jarayoniga ta‘siri ko‘rib chiqiladi. Shuningdek, mobil ilovalarning interaktivligi, takrorlash imkoniyati va motivatsiyani oshirishdagi roli yoritiladi. Nazariy manbalar asosida mobil texnologiyalar yordamida lug‘atni o‘rganish til o‘rganishda samarali metodlardan biri ekanligi asoslab beriladi.

Kalit so‘zlar: mobil ilovalar, lug‘at boyligi, til o‘rganish, texnologiya, mobil ta’lim.

Annotation: This article analyzes the theoretical aspects of enhancing vocabulary acquisition through mobile applications. In modern education, mobile technologies play an important role in language learning and provide new opportunities for students to expand their vocabulary. The study examines the advantages of using mobile applications in vocabulary learning, including interactivity, accessibility, repetition, and increased motivation. Based on theoretical sources, the paper argues that mobile-assisted language learning can significantly improve vocabulary acquisition and support independent learning. The findings highlight that mobile applications create a flexible and engaging learning environment for language learners.

Keywords: mobile applications, vocabulary acquisition, language learning, mobile learning, technology.

Аннотация: В данной статье рассматриваются теоретические аспекты расширения словарного запаса с помощью мобильных приложений. В условиях цифровизации образования мобильные технологии становятся важным инструментом в процессе изучения иностранных языков. В работе анализируются преимущества использования мобильных приложений при изучении лексики, такие как интерактивность, доступность, возможность повторения и повышение мотивации учащихся. На основе теоретических источников делается вывод о том, что мобильное обучение способствует эффективному усвоению новых слов и развитию самостоятельного обучения.

Ключевые слова: мобильные приложения, словарный запас, изучение языка, мобильное обучение, технологии.

Introduction. In the modern digital era, technologies play a significant role in education. Mobile devices such as smartphones and tablets have become an integral part of everyday life. As a result, educators increasingly integrate mobile technologies into the learning process. One of the most promising areas is vocabulary learning through mobile applications.

Vocabulary is considered one of the most essential components of language proficiency. According to linguist Wilkins (1972), “without grammar very little can be conveyed, but without vocabulary nothing can be conveyed.” This statement emphasizes the importance of vocabulary in communication and language learning.

Traditional methods of vocabulary learning often rely on memorization and repetition through textbooks. However, modern learners require more interactive and engaging approaches. Mobile

applications provide opportunities for learners to study vocabulary anytime and anywhere, which increases the effectiveness of the learning process.

Literature Review. Many researchers have emphasized the importance of technology in language learning. Nation (2001) states that vocabulary learning requires repeated exposure to words in meaningful contexts. Mobile applications help provide such repeated exposure through interactive exercises, flashcards, quizzes, and games.

Similarly, Kukulska-Hulme and Shield (2008) argue that mobile learning allows learners to access educational materials at any time and place, making the learning process more flexible and personalized.

Furthermore, Stockwell (2010) highlights that mobile technologies support autonomous learning. Students can control their learning pace and review vocabulary as often as necessary.

These studies demonstrate that mobile-assisted language learning can significantly improve vocabulary acquisition and learner motivation.

Discussion. Mobile applications offer several advantages in vocabulary learning.

First of all they provide interactive learning environments which helps learners can feel comfortable. Many applications include multimedia elements such as colorful videos and images, audio pronunciation, and interactive quizzes. This combination helps learners better understand and remember new words, especially for young learners. Because they interested in colorful things and they spend most of their time with their phone and different devices like this. So they can learn new words by phone.

Second, mobile applications support repetition, which is a highly effective learning technique. Most students learn new words by rote-learning, so vocabulary application can help them through repeating new words for several times. In addition to this learners can know its pronunciation. According to Ebbinghaus' forgetting curve theory, regular repetition helps learners retain information for longer periods.

Third, with new application students can identify their levels so this inspires learners to learn more and more new words. Gamification elements such as points, levels, and achievements make vocabulary learning more engaging and enjoyable. Most application based on games, so this provides learning new language through playing games.

Finally, mobile applications allow self-directed learning. Learners can practice vocabulary independently without relying entirely on teachers or classroom settings. With application learners save their money and time. Because they do not have to go to any course.

Moreover, new applications not only for enhancing vocabulary, but for improving speaking skills. Many new learners use technology for preparing their speaking exam.

However, it is also important to note that mobile applications should complement traditional teaching methods rather than completely replace them. With only mobile application people may get addicted to their phone. Whatever every kind of new technology is the supportive things and they cannot replace role of human.

Conclusion. In conclusion, mobile applications have become a powerful tool for enhancing vocabulary acquisition in language learning. Their accessibility, interactivity, and flexibility create a supportive environment for learners. Theoretical analysis shows that mobile-assisted learning can significantly improve vocabulary retention, learner motivation, and independent study skills.

Therefore, integrating mobile technologies into language education can contribute to more effective and engaging vocabulary learning. Future studies may focus on empirical research to evaluate the practical impact of mobile applications on vocabulary development among language learners.

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