



THE ROLE OF DIGITAL PLATFORMS IN DEVELOPING COMMUNICATIVE  
COMPETENCE.

**Khakimov Shamsiddin**

*Almalyk state technical institute , PhD, English teacher*

**Abstract.** *This article explores the significance of digital learning platforms, particularly Memrise and Quizizz, in enhancing communicative competence among language learners. Drawing from pedagogical theory and current research, the study highlights how these tools promote vocabulary retention, interactive engagement, and real-time feedback—all essential components in the development of communicative skills.*

**Keywords:** *communicative competence, Memrise, Quizizz, digital platforms, language learning, interactive learning, vocabulary acquisition*

Technology has opened new avenues for communicative language learning. Digital platforms such as language learning apps, virtual classrooms, discussion forums, and simulations offer interactive environments for communication. In the modern language classroom, digital tools have become indispensable in supporting the development of communicative competence. This competence includes not only grammatical and lexical knowledge but also the ability to use language appropriately in various contexts. Among the numerous digital platforms available, Memrise and Quizizz stand out for their user-friendly design, gamification features, and ability to cater to diverse learner needs. Digital tools play a significant role in enhancing communicative competence by providing interactive, flexible, and learner-centered experiences. When integrated effectively into language curricula, they support the holistic development of language skills and prepare learners for real-world communication in the digital age.

Communicative competence encompasses grammatical competence (accuracy), sociolinguistic competence (contextual appropriateness), discourse competence (coherence and cohesion), and strategic competence (compensating for gaps). Developing these skills requires frequent, meaningful interaction in the target language, which digital platforms can facilitate communicative competences of students.

Memrise focuses on vocabulary acquisition through spaced repetition and mnemonic techniques. In Memrise, vocabulary items are embedded in sentences and situational dialogues, allowing learners to understand not only the meaning of a word but also how it is used pragmatically. This approach enhances semantic understanding and facilitates transfer of language knowledge to actual communication situations, thereby supporting the development of functional language skills. Multimedia input involves the integration of various media elements—such as audio, video, and images—to create a rich, multisensory learning environment.





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On Memrise, videos of native speakers using target vocabulary in authentic contexts provide learners with exposure to natural pronunciation, intonation patterns, and non-verbal cues such as facial expressions and gestures. This multimodal input supports listening comprehension and helps learners internalize the rhythm and flow of natural speech, which are essential components of communicative competence. On Memrise, learners earn points for correct answers, compete on leaderboards, and unlock achievements, transforming vocabulary learning into an enjoyable and goal-oriented experience. This increased motivation leads to more consistent practice, which is critical for the gradual development of language skills, especially in a communicative context.

Quizizz offers a game-based learning environment where teachers can create quizzes and interactive tasks to reinforce grammar, vocabulary, and listening skills. In platforms like Quizizz, real time feedbacks enables students to instantly recognize errors and understand the correct responses, thereby promoting self-awareness and rapid correction of misconceptions. This immediate feedback loop is critical for reinforcing accurate language use and supports formative assessment practices, which are essential for guiding learners' communicative development in an adaptive, personalized manner. Furthermore, collaborative learning is a pedagogical approach where learners work together to achieve shared language goals, facilitating deeper understanding through peer interaction. Quizizz promotes this by offering multiplayer modes and group activities that require learners to engage in cooperative dialogue, problem-solving, and mutual support. Through collaborative tasks, students practice turn-taking, negotiation of meaning, and interactive discourse—all vital elements of communicative competence. Additionally, social learning enhances motivation and builds learners' interpersonal skills in using the target language. In Quizizz, learners are motivated to participate actively and consistently through its interactive, competitive structure. This form of extrinsic motivation often leads to increased time-on-task, reduced language anxiety, and greater persistence, all of which are crucial for developing fluency and confidence in using the target language communicatively.

Both platforms support differentiated instruction and allow teachers to track progress through analytics. When integrated into a communicative language teaching (CLT) framework, they complement in-class speaking and writing activities by providing structured yet engaging practice outside of class hours.

To conclude Memrise and Quizizz are valuable tools in the digital language learning ecosystem. By promoting active recall, contextual learning, and learner engagement, these platforms contribute significantly to the development of communicative competence. Their integration into language curricula enhances learner autonomy, motivation, and linguistic performance in real-world communicative situations.





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