



The Effectiveness of AI-Powered Platforms in Teaching English to University Students

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Received: 03 May 2026 | Accepted: 02 June 2026 | Published: 04 July 2026

<https://doi.org/10.69760/egjille.2603006>

Abstract. Artificial Intelligence (AI) has significantly transformed modern education, particularly in the field of language learning. AI-powered platforms have become increasingly popular in higher education institutions due to their ability to provide personalized, flexible, and interactive learning experiences. This article examines the effectiveness of AI-powered platforms in teaching English to university students. It explores how technologies such as chatbots, intelligent tutoring systems, speech recognition software, and adaptive learning applications contribute to improving students' language skills, including reading, writing, listening, and speaking. The study also analyzes the benefits and challenges associated with integrating AI into English language education. AI-based educational tools offer several advantages over traditional teaching methods, including personalized learning that adapts content to individual proficiency levels and learning styles, opportunities for autonomous practice beyond the classroom, and real-time interaction through conversational systems that build communication skills and confidence. At the same time, the article identifies significant challenges, including infrastructural inequality, data privacy concerns, reduced human interaction, and the risk of overdependence on technology. The study concludes that AI-powered platforms can significantly enhance English language learning when used effectively and responsibly, and that a balanced combination of human instruction and intelligent technologies represents the most effective approach for future language education.

Keywords: artificial intelligence, English language learning, AI-powered platforms, university students, personalized learning, digital education, language acquisition, educational technology, adaptive learning systems, English language teaching

1. Introduction

The rapid development of digital technologies has transformed educational systems worldwide. Among these technological innovations, Artificial Intelligence (AI) has emerged as one of the most influential tools in modern education. AI refers to computer systems capable of performing tasks that normally require human intelligence, such as problem-solving, language processing, and decision-making. In recent years, AI-powered platforms have become increasingly common in English language teaching, especially in universities where students require advanced language skills for academic and professional success.

English is considered a global language used in science, technology, business, and international communication. Therefore, university students must develop strong English proficiency to compete in the global labor market. Traditional teaching methods, although effective in many contexts, often fail to meet the diverse needs of learners. Large classroom sizes, limited interaction, and insufficient individualized feedback may reduce students' motivation and language development. AI-powered educational platforms address these issues by offering personalized and adaptive learning experiences (Mammadova, 2026).

This article explores the effectiveness of AI-powered platforms in teaching English to university students. It examines their impact on language acquisition, learner motivation, and educational outcomes while also discussing associated challenges and limitations.

2. AI-Powered Platforms in Language Learning

AI-powered platforms use advanced technologies such as machine learning, natural language processing, and speech recognition to facilitate language learning. Popular AI-based applications include Duolingo, Grammarly, ChatGPT, Elsa Speak, and other intelligent tutoring systems. These platforms provide interactive exercises, automated feedback, pronunciation correction, and conversational practice (Kukulska-Hulme, 2020).

One of the key features of AI systems is adaptability. Unlike traditional textbooks, AI platforms analyze students' performance and modify tasks according to their strengths and weaknesses. For example, if a student struggles with grammar, the system automatically provides additional grammar exercises and explanations. This personalized approach increases learning efficiency and helps students progress at their own pace. Moreover, AI tools create interactive learning environments that encourage active participation. Students can engage in conversations with chatbots, complete gamified tasks, and receive instant responses. Such activities make language learning more engaging and less stressful compared to traditional classroom settings.

3. Personalized Learning and Motivation

Personalized learning is one of the most important advantages of AI-powered platforms. Every student has different learning preferences, abilities, and educational backgrounds. Traditional classrooms often cannot fully accommodate these differences due to time and resource limitations. AI technologies solve this problem by offering individualized instruction. Adaptive learning systems collect and analyze data about students' behavior, performance, and progress. Based on this information, the platform recommends suitable lessons and activities. As a result, students receive targeted support that improves comprehension and retention (Wang & Petrina, 2021).

Another significant benefit is increased motivation. Many AI applications use gamification elements such as rewards, levels, badges, and progress tracking. These features encourage students to continue practicing regularly. Research shows that motivated learners are more likely to achieve higher language proficiency (Nuri & Ismayilli, 2025). Furthermore, AI platforms reduce anxiety among students who feel uncomfortable speaking English in front of others. Chatbots and virtual tutors provide safe environments where learners can practice communication without fear of criticism. This contributes to greater confidence and willingness to use English actively.

4. The Impact of AI on Language Skills

4.1 Writing Skills

AI-powered writing assistants such as Grammarly help students improve grammar, vocabulary, punctuation, and sentence structure. These tools provide immediate feedback and suggestions, allowing learners to identify and correct mistakes independently. Additionally, AI systems can evaluate writing style, coherence, and academic tone. This is particularly useful for university students who must write essays, reports, and research papers in English. Continuous feedback promotes self-correction and academic writing development (Nuri & Ismayilli, 2025). However, overdependence on AI writing tools may negatively affect creativity and independent thinking. Students may rely excessively on automatic corrections instead of learning grammatical rules deeply. Therefore, educators should encourage balanced use of these technologies.

4.2 Speaking and Pronunciation Skills

Speech recognition technology has significantly improved speaking instruction. Applications like Elsa Speak analyze pronunciation accuracy and provide detailed feedback on stress, intonation, and fluency. Students can repeat exercises multiple times until they achieve correct pronunciation. AI chatbots also simulate real-life conversations, enabling learners to practice speaking anytime and anywhere. This continuous interaction improves fluency and communication skills. Compared to limited classroom speaking opportunities, AI systems provide more extensive practice (Li, 2021).

4.3 Listening Skills

AI platforms enhance listening comprehension through interactive audio and video materials. Students can listen to conversations, lectures, and podcasts adjusted to their proficiency levels. Some systems offer subtitles, playback speed control, and comprehension quizzes. Such features help learners gradually improve their listening abilities while reducing frustration caused by difficult materials. Personalized listening exercises also expose students to different accents and communication styles (Naghiyeva, Pashayeva, & Orujova, 2024).

4.4 Reading Skills

AI applications support reading development by recommending texts based on students' language levels and interests. Vocabulary assistance, translation tools, and comprehension exercises facilitate understanding of complex texts. Moreover, AI can monitor reading speed and comprehension performance, enabling learners to identify weaknesses and track improvement over time.

5. The Role of Teachers in AI-Assisted Learning

Although AI technologies provide many educational benefits, teachers remain essential in the learning process. AI cannot fully replace human interaction, emotional support, and pedagogical expertise. Instead, AI should function as a supportive tool that complements traditional teaching methods (Mehdizade, 2025). Teachers guide students in using AI responsibly and effectively. They help learners critically evaluate AI-generated information and encourage independent thinking. Additionally, educators create collaborative classroom environments that promote communication, teamwork, and cultural understanding.

AI also reduces teachers' administrative workload by automating grading, attendance tracking, and progress analysis. Consequently, teachers can spend more time on interactive instruction and individualized guidance. AI platforms further support teachers by automating repetitive tasks such as grading, monitoring student performance, and preparing customized materials. As a result, educators

can dedicate more time to interactive classroom activities and individualized instruction. AI technologies also contribute to inclusive education by making language learning accessible to students from diverse backgrounds and geographical locations (Mammadova, 2026; Ashrafova, 2025).

6. Challenges and Limitations

6.1 Infrastructure and Access

Many educational institutions lack sufficient technological infrastructure, internet access, or financial resources to implement advanced AI systems effectively. Students from disadvantaged backgrounds may experience inequality in accessing digital tools. This digital divide can deepen existing educational inequalities if not addressed through institutional support and policy intervention.

6.2 Data Privacy and Security

AI platforms collect large amounts of personal data, including learning behavior and performance information. Protecting this data is essential to ensure students' privacy and prevent misuse. In addition, excessive reliance on AI may decrease face-to-face communication between students and teachers. Human interaction is important for developing social skills, emotional intelligence, and cultural competence.

6.3 Dependence on Technology

Students may become overly dependent on AI-generated answers, translations, and corrections. This can reduce critical thinking, creativity, and problem-solving abilities if learners use technology passively. Some students may rely excessively on AI-generated translations or writing assistance, which can limit independent thinking. Therefore, balancing AI tools with traditional teaching approaches remains essential.

7. Future Perspectives of AI in Language Education

The future of AI in English language teaching appears highly promising. Advances in machine learning and natural language processing will likely create more intelligent and human-like educational systems. Future AI platforms may provide highly personalized learning experiences based on emotional recognition and cognitive analysis. Virtual reality (VR) and augmented reality (AR) technologies combined with AI may also revolutionize language learning by creating immersive environments where students interact in realistic English-speaking situations.

Furthermore, AI can support lifelong learning by providing flexible education opportunities beyond universities. As globalization increases, demand for accessible and efficient English learning tools will continue to grow (Rzayeva & Ashrafova, 2026). However, ethical considerations must remain a priority. Developers and educators should ensure transparency, fairness, and inclusivity in AI systems to avoid bias and discrimination.

8. Conclusion

AI-powered platforms have transformed English language education by offering personalized, interactive, and accessible learning experiences for university students. These technologies improve writing, speaking, listening, and reading skills through adaptive learning systems, automated feedback, and real-time communication tools. AI also increases student motivation, promotes

autonomous learning, and supports teachers in managing educational tasks more efficiently. Nevertheless, AI cannot replace the essential role of teachers in providing emotional support, cultural understanding, and critical guidance. Technical limitations, privacy concerns, and overdependence on technology remain important challenges that require careful management.

Overall, the integration of AI into English language teaching has significant potential to improve educational outcomes and prepare students for global communication in academic and professional environments. The combination of human instruction and intelligent technologies creates a more dynamic, student-centered, and efficient educational environment. Future research should focus on long-term learning outcomes, ethical considerations, and the development of more culturally responsive AI systems. A balanced combination of human instruction and intelligent technologies represents the most effective approach for future language education.

Funding: This research received no external funding.

Conflicts of Interest: The author declares no conflict of interest.

Author Contributions: Conceptualization: D.O.; Methodology: D.O.; Investigation: D.O.; Writing – original draft: D.O.; Writing – review & editing: D.O.

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Received: 03 May 2026 | Accepted: 02 June 2026 | Published: 04 July 2026