

Mariana Broda, **Kaleriia Kovalova**, **Iryna Bezugla**, Olesia Stoika, Kateryna Mulyk. Enhancing foreign language acquisition: innovative cognitive strategies and tools. *Knowledge & Diversity (RCD)*. Tom 17, № 45 (2025) P. 166–182.

### ABSTRACT

The article is devoted to analysing cognitive aspects of foreign language learning, including theoretical foundations, modern approaches and innovative technologies such as artificial intelligence and interactive tools. It emphasises the importance of considering cognitive processes, in particular memory, attention and motivation, to improve the efficiency of the learning process. The study's relevance is driven by the need to improve the effectiveness of foreign language learning in the context of globalisation, multiculturalism and the development of information technology. Focusing on the cognitive aspects of learning allows us to consider learners' individual characteristics, improving their motivation, engagement and learning. The article aims to study the cognitive aspects of foreign language learning and develop recommendations for implementing cognitively oriented methods in the educational process using innovative technologies. The methods included theoretical analysis of the literature, systematisation of methods, empirical survey of teachers and students, and quantitative and qualitative data analysis. The study results show that cognitive approaches contribute to effectively learning foreign language material. Teachers and students positively evaluate interactive methods and gamification, although there is a need to improve technical support. It has been found that individual cognitive styles, memory, attention and motivation are key factors in effective learning.

**Keywords:** Cognitive approach, Foreign languages, Intercultural communication, Motivation, Teaching technologies.