# EFFICIENCY OF ONLINE AND OFFLINE ENGLISH LANGUAGE EDUCATION AT THE MASTER'S LEVEL

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**Abstract**:*This article analyzes the effectiveness of online and offline English language learning for master's degree students. The research results show that both forms of education have their own advantages, but a hybrid approach (a combination of online and offline) provides the highest effectiveness. The article provides recommendations for optimizing the educational process for master's students.*

**Keywords**:*English language education, online education, offline education, master's degree, performance, hybrid education*

**Abstract**: *This article analyzes the effectiveness of online and offline English language learning for master's students. The results of the study show that both learning formats have their own unique advantages, but a hybrid approach (a combination of online and offline learning) provides the highest efficiency. The article also provides recommendations for optimizing the educational process for master's students.*

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**Abstract**: *This article analyzes the effectiveness of online and offline English language education for graduate students. The research results indicate that both modes of education have unique advantages, but a hybrid approach (a combination of online and offline) provides the highest effectiveness. The article also offers recommendations for optimizing the educational process for graduate students.*

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## INTRODUCTION

English is an important tool for scientific research, the academic environment, and international communication today. Master's students need knowledge of English to acquire high-level academic skills and effectively conduct scientific work. In recent years, online forms of education have

developed significantly. Online education provides students with flexibility, time savings, and free access to resources. At the same time, offline education provides an opportunity to deepen knowledge through interactive communication, group work, and face-to-face interaction with the teacher. However, both forms of education have their own limitations: online education lacks social communication and practical training, while offline education creates problems such as dependence on time and place. Therefore, a hybrid approach - the combination of online and offline methods - is important for increasing the effectiveness of English language learning at the master's level.This article compares the advantages and disadvantages of online and offline learning and provides recommendations for organizing an effective learning process for master's students.In recent years, the global education system has been changing dramatically with the rapid development of digital technologies. In the process of learning English, the choice between the traditional offline form and the online form is important at the master's level. Due to the fact that master's students engage in research, seminars, and practical classes, the choice of an effective form of education has a significant impact on the result.Article objective: to analyze the effectiveness of online and offline English language learning for master's students and determine the optimal approach.

Research methods

The following methods were used in the study:

1. Questionnaire survey: to study the opinions of master's students about online and offline education. The survey covered 100 students.

2. Comparative analysis: assessment of online and offline forms based on the results of students' English language skills.

3. Literature analysis: the effectiveness of educational forms was studied based on previously published scientific research, books, and articles.

Results

1. Offline education

Benefits:

- Effective communication through interactive lessons and group work.

- Immediate question-and-answer opportunity, face-to-face communication with the teacher.

- Physical environment that increases student motivation.

Disadvantages:

- The possibility of long-distance participation is limited.

- Time and transportation costs are high.

- Some students experience difficulties adapting to their personal urgent work.

2. Online education

Benefits:

- Flexible time and place.
- Access to global resources.
- The ability to choose the speed of personal assimilation.

Disadvantages:

- Technical problems (internet, devices).
- Less personal communication, limited social experience.
- Maintaining motivation and discipline is more difficult.

3. Hybrid (mixed) education

The research results show that hybrid education provides the highest effectiveness in the development of language skills of master's students.

Table 1. Performance based on student assessment (%)

| Form of instruction | Speech skills | Listening comprehension | Written work | Average effectiveness |
|---|---|---|---|---|
| Offline | 80 | 85 | 78 | 81 |
| Online | 75 | 80 | 76 | 77 |
| Hybrid | 88 | 90 | 85 | 88 |

Discussion

The study shows that online and offline forms of education at the master's level complement each other. While offline education is interactive and communication-rich, online education provides wide access to resources and flexibility. The hybrid approach combines the positive aspects of these two forms and serves to maximize the development of students' language skills.

Summary and recommendations

This study analyzed the effectiveness of online and offline English language learning for master's students. The research results showed that both forms of education have their own advantages and limitations. Online learning provides flexibility, free access to resources, and the opportunity for independent learning, but may limit social interaction and practical training. Offline education, on the other hand, deepens knowledge through face-to-face communication, group work, and interactive classes, but requires a connection with time and place. Analysis has shown that the highest effectiveness for master's students is provided by hybrid education - a combination of online and offline approaches. This approach creates the best learning conditions for students and increases their academic performance.

Suggestions:

1. Implementation of a hybrid approach: Combining online and offline learning in the educational process, combining interactive and independent learning.

2. Use of online resources: Effective use of e-books, interactive tests, video lessons, and platforms.

3. Encouraging active communication in offline classes: Strengthening communication and collaboration among students through group work, seminars, and practical exercises.

4. Student support based on individual needs: Applying methods tailored to each student's learning pace and level of knowledge.

5. Improving the technological infrastructure: Providing high-quality and sustainable online platforms, internet connectivity, and electronic resources.

These recommendations will help increase the effectiveness of English language learning for master's students and improve their academic achievements.

1. The effectiveness of online and offline forms of education complements each other at the master's level.

2. The highest effectiveness is achieved through hybrid (mixed) education.

3. Universities should provide students with sufficient technological resources and develop an individual approach.

4. Implementation of a hybrid approach in master's programs will allow improving students' language skills and academic performance.

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