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**CURRENT STRATEGIES FOR LEARNING FOREIGN
LANGUAGE VOCABULARY**
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Relevance. Vocabulary acts as a solid basis for any language. Grammar knowledge cannot be employed in any discourse without the mediation of vocabulary which is crucial for effective communication. Therefore, vocabulary acquisition and word retention play an important role in successful foreign language learning.

 Currently, the development of mobile technologies and the presence ofsmart phones has provided many advantages for English language learners due to the availability of a large number of electronic applications.To date, several studies have investigated potential benefits of usinge-learning technologies which have greatly improved and expanded educational opportunities and havecontributed to the shift of the traditional academic environment to mobile learning. However, they have mainly focused on the use of teacher-created material, and the information on the effect of student-generated learning material is scarce.

Aim: the study is aimed at evaluating whether e-technologies help learners to acquire new vocabulary in a more efficient way and how theyinfluencelearners' performance. It examines the role of smart phone application device in vocabulary learning and how it can be incorporated into the students' learning experience.

Materials and methods. Scientific publications and the Internet resources were analyzed to systematize the information on the problem; sociological and statistical methods were used to assess the effect of student-generated electronic Quizlet flashcards on vocabulary development and retention. 65 university students were questioned to learn about their awareness of mobile applications and to consider their perception and opinion on the use of this technique in the educational process.

Results and discussion. The results of the survey revealed a positive general attitude of the students to the use of mobile applications in education. It was found that 40% of the interviewed students use flashcard applications, among which 70% use Quizlet. 76% ofthequestionedstudents admit that flashcards they create contribute to learning new vocabulary faster and more effectively by reviewing it regularly and consistently, which facilitates the process of transferring the knowledge into long-term memory. According to our interview, about 86 % of the respondents confess to be lacking vocabulary to express themselves effectively in English. The questionnaire analysis indicates that the use of the applications may help the students to increase the vocabulary and enhance confidence in class participation.

Conclusion. The findings prove that this technology is a useful tool to support and motivate students to learn vocabulary and improve learners' performance. Both EFL teachers and students should be involved in using mobile technologies as modern educational tools to achieve better results.

Incorporation of electronic tools facilitates the educational process and makes it more efficient.