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GAMIFICATION AS A MOTIVATOR OF FOREIGN LANGUAGE LEARNING

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The emergence of a new generation of students who grew up in the era of the Internet, the development of computer games and the change in the educational paradigm have raised the relevance of the study of game technologies to a new level.

The dynamic development of communication and information technologies nowadays stimulates the introduction of innovative solutions in various spheres of human life. New concepts are being used more and more to enhance human motivation. An example of such a concept is gamification. Gartner glossary defines gamification as "the use of game mechanics and experience design to digitally engage and motivate people to achieve their goals. It is important to distinguish gamification from video games and loyalty programs, as gamification uses techniques from behavioral science to "nudge" people into achieving their goals [6]." According to the Cambridge Dictionary, "gamification is the practice of making activities more like games in order to make them more interesting or enjoyable" [5]. Ukrainian researcher O.Sagan underlines that gamification is a strategy that uses game mechanics and rewards to motivate users to complete tasks, including educational ones [4]. Since sustained interest and motivation are the driving force behind effective learning, it is advisable to consider some aspects and rules for the successful implementation of this strategy.

Foreign scientists understands gamification as the following, for example, Kevin Werbach, the author of the first online course on gamification and a lecturer at the University of Pennsylvania, the application of game elements and digital game design techniques to non-game tasks. Another researcher, Carnegie University lecturer J. Schell Carnegie University lecturer J. Schell believes that "gamification is the transformation of anything into a game-like experience.

Summarising the points of view presented above, we obtain the following definition: gamification is a way of organising educational or professional activity with the help of game technologies, which is used to create a game-based learning process.

Donald Clark explores the impact of the game effect on motivation in learning. It has been established that people who set goals for themselves over a certain period of time are better at achieving them when it comes to acquiring knowledge. Games set many goals for the player, both strategic and tactical so the acquisition of knowledge and the desire to learn are driven by personal motivations, not external factors. In games, people achieve some personal goals, which increases their motivation [7].

The gamification method has powerful levers in the process of teaching English, as the modern student does not want to accept only theoretical or publicly available information. Gamification has an extremely effective potential for creating motivation to learn, improving the level of English language skills, student cooperation, and developing students' creative thinking[8].

The principle of gamification implies the introduction of elements from other fields (games, social networks)to create a more convenient and attractive educational environment and it`s very important in English classes. Gamification is built on several key principles that aim to engage and motivate students through game-like elements in non-game contexts. Here are some fundamental principles [1-3]:

- Clear goals and objectives which help individuals understand what they need to achieve. Progress indicators and goal-setting mechanisms provide a sense of direction and purpose.

- Tracking progress and feedback. Progress bars, levels, or badges help visualize achievement. Each completed task related to grammar, vocabulary, or reading comprehension earns points or badges, leading to a larger goal.

- Rewards and incentives motivate continued engagement and desire to go ahead. Using flashcards or apps encourages students to learn vocabulary. Students can earn points for each word mastered and compete with groupmates.

-Non-game contexts enhance user experiences and encourage desired behaviors. Engaging students in simulations of real-life scenarios, like ordering food in a restaurant or negotiating a business deal in English reinforces language skills.

- Social interaction encourages collaboration, competition, or interaction among participants, fostering a sense of community. Creating an online platform where students can interact with native speakers or other learners in English encourage conversations and reward participation.

-Fun and enjoyment. Incorporating game elements, which increases participant interest and commitment, makes activities enjoyable and fun [1].

In conclusion, gamification of the educational process is more effective and contributes to increasing students' interest in learning a foreign language. The introduction of gamification elements allows to activate those students who are not traditionally used to make efforts to master the educational material. For students with an advanced level of foreign language proficiency gamification enhances motivation because it makes learning more diverse and attractive. Immediate feedback keeps students motivated to continue studying. They can see what they need to accomplish and track their progress towards those goals, which can be very motivating. Elements of competition through leaderboards or collaborative activities can stimulate learners to engage more actively and strive for improvement. When students are actively engaged in learning environment with the help of game tools, they tend to spend more time on learning tasks and activities, leading to deeper comprehension of knowledge. Gamification makes the process of studying English more dynamic, enjoyable, and effective, ultimately motivating students to engage and persist in their language learning journey.

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