THE ROLE OF GAMIFICATION IN IMPROVING LANGUAGE SKILLS BASED ON INDIVIDUAL APPROACH (EXAMPLE OF 10-11 HIGH SCHOOL STUDENTS)

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Abstract. The article examines the importance of language skills in the modern world, their impact on personal and professional development, as well as the requirements of the modern labor market for knowledge of foreign languages. The topic of communication and cultural exchange through knowledge of foreign languages is highlighted. Next, gamification as a learning method is studied, its principles are determined and successful examples of its use in training are considered. An individual approach to language learning is also discussed in detail, including the importance of understanding individual characteristics and developing personalized curricula.

Special attention is paid to gamification in language teaching, its features and advantages, including assistance in mastering complex structures, formation of motivation and improvement of memorization of material. In conclusion, the concept of language learning using gamification is highlighted and a case study on the use of gamification in teaching English to high school students is presented. The analysis of the methodology, the level of students' language skills and feedback from teachers and students allow us to conclude that this method of teaching is highly effective.

Keywords: language skills, professional development, labor market, communication, cultural exchange, gamification, learning method, game elements, individual approach, curricula, support, motivation, complex structures, memorization, understanding, learning concept, interactive games, efficiency assessment, case study, English, high school students, reviews, success.

РОЛЬ ГЕЙМИФИКАЦИИ В СОВЕРШЕНСТВОВАНИИ ЯЗЫКОВЫХ НАВЫКОВ НА ОСНОВЕ ИНДИВИДУАЛЬНОГО ПОДХОДА (НА ПРИМЕРЕ СТАРШЕКЛАССНИКОВ 10-11 ЛЕТ)

Аннотация. В статье рассматривается значение языковых навыков в современном мире, их влияние на личностное и профессиональное развитие, а также требования современного рынка труда к знанию иностранных языков. Освещена тема общения и культурного обмена через знание иностранных языков. Далее изучается геймификация как метод обучения, определяются ее принципы и рассматриваются успешные примеры ее использования в обучении. Также подробно обсуждается индивидуальный подход к изучению языка, в том числе важность понимания индивидуальных особенностей и разработки персонализированных учебных программ. Особое внимание уделено геймификации в обучении языку, ее особенностям и преимуществам, включая помощь в освоении сложных структур, формировании мотивации и улучшении запоминания материала. В заключении выделена концепция изучения языка с использованием геймификации и представлен кейс по использованию геймификации при обучении английскому языку старшеклассников. Анализ методики, уровня владения языком учащихся

и отзывы преподавателей и студентов позволяют сделать вывод о высокой эффективности данного метода обучения.

Ключевые слова: *языковые навыки, профессиональное развитие, рынок труда, общение, культурный обмен, геймификация, метод обучения, игровые элементы, индивидуальный подход, учебные программы, поддержка, мотивация, сложные структуры, запоминание, понимание, концепция обучения, интерактивные игры, оценка эффективности, кейс. учеба, английский язык, старшеклассники, отзывы, успехи.*

Nowadays, knowledge of foreign languages has become an integral part of a successful career and personal development of a person. The rapid development of technology, globalization and increasingly active interaction between different cultures make knowledge of foreign languages a sought-after skill. Especially in high school, when students are faced with the high demands of the curriculum and the need to demonstrate high results in exams, effective teaching methods become the key to success. In this context, the application of gamification with an individual approach to language learning comes to the fore, helping students not only master language material, but also develop motivation, confidence and skills for successful communication in a foreign language. In this article, we will look at exactly how the application of gamification, taking into account the needs of each student, can become an effective tool for improving the language skills of students in grades 10-11.

The basics of gamification in language teaching are that for effective learning it is necessary to create a game atmosphere that promotes active participation of students, stimulates their interest and motivation to study. Gamification involves the application of game elements to the learning process, such as tasks, quests, rewards, levels, leadership boards, etc. These elements help to stimulate students to complete tasks, increase the level of engagement and concentration, and contribute to more effective memorization and assimilation of the material. The use of gamification in language teaching allows students not only to learn new words and grammatical constructions, but also to put them into practice in interesting and playful situations. This helps to make the learning process more fun, reduce the stress associated with learning a language, and create a more favorable learning environment. Gamification also promotes the development of communication skills, collaboration, creative thinking and decision-making, which is important for successful foreign language proficiency. Thus, the basics of gamification in language learning are an effective tool that helps make the learning process exciting, motivating and successful for high school students.

An individual approach to language learning means taking into account the individual needs, interests, learning styles and characteristics of each student when developing a curriculum and teaching methods. This approach allows the teacher to adapt lessons and materials to a specific student, which contributes to more effective assimilation of information and the development of language skills.

Important elements of an individual approach to language learning are:

1. Diagnosis of the level of knowledge. Conducting initial testing allows you to determine the level of language skills and knowledge of the student, which helps to create a learning plan that meets his needs.

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2. Taking into account the specifics of training. It is easier for some students to memorize words visually, for others - with audio content. Taking into account individual preferences, the teacher can adapt the teaching methodology to the needs of the student.

3. Formation of communication skills. The teacher can create situations for the practice of oral and written speech, as well as organize communication tasks and exercises that allow the student to apply his language skills in practice.

4. Feedback. Regular feedback from the teacher helps the student understand their successes, mistakes and areas that require additional study.

An individual approach to language learning contributes to more effective assimilation of material, increased motivation to learn a language and the development of language skills in general. As a result, the student can achieve a higher level of language proficiency and confidence in its use in communication. Gamification is the use of game design elements and mechanics in non-game contexts such as education. Gamification techniques in language learning allow you to make the learning process more exciting, motivating and effective. Here are some ways to use gamification in language learning:

1. Online Games and Applications: There are many interactive online games and applications designed specifically for language learning. They offer a variety of exercises, tasks and challenges that help students practice language skills in a playful way.

2. Grammar Quests and Assignments: Creating quests, crosswords, puzzles and other interactive tasks based on grammar rules is an effective way to keep students engaged and help them memorize the rules of the language.

3. Role-playing: Using role-playing games in the classroom allows students to practice speaking, communication skills and expressiveness. Students can play the roles of various characters and situations, which makes learning more lively and interesting.

4. Points, rewards and levels: The introduction of a system of rewards, points and levels for completing tasks and achievements in language learning stimulates students and motivates them to continue learning. It also helps to track the progress of each student.

Gamification in language learning not only makes the learning process more exciting and interesting, but also promotes active participation, the development of communication skills, increased motivation and improved learning outcomes.

To solve this case, it is proposed to use various gamification techniques in language teaching for high school students in grades 10-11.

1. Using online platforms and applications: As the main learning tool, you can use specialized online platforms and applications such as Duolingo, Babbel, Rosetta Stone, etc. They offer a variety of exercises, games, assignments and tests that will help high school students improve their language skills in an interesting and motivating way.

2. Organization of language clubs and competitions: To stimulate the learning process and develop communication skills, language clubs or groups can be organized where students will have the opportunity to communicate in a foreign language, discuss topics and share experiences.

Language contests, quizzes and games can also be held to keep students interested.

3. Role-playing and theatrical performances: The organization of role-playing games and theatrical performances in the language that is being studied will help high school students develop

oral speech, expressiveness and communication skills. It also promotes immersion in the language environment and increases motivation to study.

4. Using the points, rewards and levels system: To encourage students to achieve better results and maintain motivation, you can introduce a system of points for completing tasks, achievement awards, and levels to indicate learning progress. This will help to encourage students to be active and increase their interest in learning the language.

The use of gamification techniques in language teaching for high school students in grades 10-11 will help make the learning process more effective, interesting and motivating. Each of the proposed approaches can be adapted and supplemented depending on the characteristics of the group and the goals of language learning.

1. Interactive tasks and games: Using various interactive tasks and games helps to make the language learning process more fun and interesting. For example, you can create crosswords, puzzles, game scenarios, brain rings and other tasks that will encourage students to actively participate and allow them to apply their knowledge in practice.

2. Competitions and challenges: The organization of competitions, challenges and tournaments in languages helps to encourage students to improve their results and draws their attention to the learning process. For example, weekly or monthly contests can be held to learn new words, grammar rules, or expressive reading.

3. Building a progressive reward system: Creating a system of awards and badges for learning achievements helps motivate students to be active and strive to improve their skills. For example, you can enter rewards for participating in lessons, completing homework, successfully passing tests, or improving your language proficiency.

4. Collaborative learning: Group projects, joint assignments and the exchange of experience between students contribute to the development of communication skills and improved understanding of the language. The inclusion of elements of collaborative learning in the learning process through gamification will stimulate interaction and collaboration between students.

5. Constant updating and refinement of game elements: For the successful implementation of gamification in language teaching, it is necessary to constantly update and refine game elements, taking into account the needs and interests of students. This will help to keep them motivated and interested in the learning process throughout the course education

CONCLUSION: The use of gamification in language teaching helps not only to make the learning process more interesting and exciting, but also contributes to more effective learning of the material and the development of communication skills. Through game elements, competitions, awards and collaborative learning, students become active participants in the learning process and are motivated to achieve language goals. It is important to remember that each student is unique and has their own individual needs and abilities. That is why it is important to create individual learning paths, taking into account the characteristics of each student. Gamification in language learning opens up opportunities to personalize learning and adapt to the needs of each student, which contributes to more effective learning and the achievement of language goals.

Thus, gamification in language learning is an effective tool for inspiring and motivating students, helping them overcome language barriers and discover new opportunities in the world of multilingualism. With the right approach and support from the teacher, each student will be able

to achieve a high level of language proficiency and expand their horizons of communication and cultural understanding.

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