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## **INTEGRATING GAMIFICATION IN MARITIME ENGLISH TEACHING: ENHANCING COMMUNICATIVE COMPETENCE OF FUTURE SEAFARERS**

Learning a language is a difficult task, and sometimes it can cause a feeling of exhaustion and despair because the student seems to be making no progress at all. Students constantly have to make efforts to master the material, and very often; they are unsure of their knowledge and, therefore, afraid to speak or write. Interactive game elements help create a relaxed and fun atmosphere so that students can learn and use new material more easily. Games also usually introduce a competitive element, which allows students to be interested and keep their attention focused throughout the lesson. If the teacher manages to choose the right task, the proposed situation will allow students to express their thoughts. Games add variety to the usual rhythm of working

in pairs and in groups. Games also help students learn more about each other, positively affecting not only the atmosphere in the group but also interaction during the rest of the tasks.

Game is a unique activity that not only has a great impact on the mental development of the students, turns learning into a joyful process, but also imperceptibly contributes to their assimilation of certain language material, the formation of skills and abilities of foreign language communication.

The purposeful creation of games to achieve learning goals is provided by Game-Based Learning. The core of such learning is learning through games. This type of learning fully integrates the content and mechanics of the game that participants must master. Since childhood, children have been playing games, completing a mission, finding treasure, completing certain levels, etc. With the help of these games, students develop thinking, skills, and abilities – easily, effortlessly, and with pleasure.

Gamification means the usage of game practices and activities in a non-game context to engage participants in problem-solving. This approach incorporates elements such as point systems, achievement levels, leaderboards, virtual rewards, and challenges into traditional learning or work processes.

The following key components of gamification are: mechanics: rules, processes, and drivers that govern interactions (e.g., scoring systems, mission completion); dynamics: behavioral patterns and motivational elements (competition, collaboration, achievement); emotional triggers: elements that evoke positive emotions and maintain engagement (rewards, feedback).

There are a lot of platforms that help to make a lesson interesting. For example, the website “Games to Learn English” is focused on learning ESL (English as a Second Language). It offers a variety of online games for learning English. It is a free resource that allows students to practice English playfully. Triviaplaza is an online platform that offers a large number of quizzes on a variety of topics. Each quiz on Triviaplaza contains a series of multiple-choice questions, where students can choose one correct answer. After completing the quiz, they receive results and can compare their answers

with the correct ones. This is not only entertaining but also an educational way to learn new facts and information. LearningApps.org is an interactive website that offers learning modules to create and use in the educational process. The site allows teachers and students to create interactive activities that can be used in lessons or for self-study. Baamboozle is an interactive platform for creating and playing educational games that are designed for use in the classroom or online. It allows teachers to create their games or choose from over a million games created by other teachers. Games on Baamboozle can include quizzes, brainstorming, review of material, and much more. Baamboozle is known for its ease of use and the ability to create fun and educational games that can be useful for learning and testing knowledge. Kahoot! is a popular interactive learning platform that allows you to create, share and play educational games or quizzes. It is a tool used by students, teachers, professionals and parents around the world to engage in learning and test knowledge in a fun way. Puzzlemaker is a puzzle creation tool designed for teachers, students, and parents. It allows teachers to create and print personalized word searches, crosswords, math puzzles, and more using their word lists. ELLLO (English Listening Lesson Library Online) is a large collection of free audio and video lessons for learning English, with over 3,000 lessons for all levels. ELLLO is a useful resource for those who want to improve their English listening and comprehension skills through a variety of interactive and engaging lessons [2].

Unity is a cross-platform computer game development environment. It was developed by the American company Unity Technologies and allows the creation of applications that work on more than 25 different platforms (can include personal computers, game consoles, mobiles, applications, etc). Unity was released in 2005 and has been under constant development since then. It has an intuitive interface that makes the development process more accessible even for beginners in the field of programming. Unity has a powerful graphics engine that allows you to create the necessary visual effects and animations. In addition, Unity has extensive plugin support and an active community ready to share their experience and resources. By playing

Unity games, students communicate and develop their computer competence, which can help them in the future.

Game training uses the internal motivation of students, making education interactive, useful, and, above all, fun. One of the most effective platforms is Gimkit, a real-time quiz game where teachers can conduct competitive educational sessions that test knowledge in a dynamic and engaging way. Students answer questions on their devices in real-time, and correct answers earn them game currency. Gimkit creates an environment where students actively want to learn. It can turn even the most mundane topics into exciting tasks that inspire participation [3].

Gimkit differs from other test-based platforms in the strategy it uses: students can use their currency to buy upgrades or boosts, such as bonuses for correct answers or shields to protect their results from incorrect answers. One of the outstanding features of Gimkit is that it does not punish students for incorrect answers, instead encouraging students to keep asking until they get the correct answer, which promotes thinking and perseverance in learning.

The advantage of learning through games is student motivation because this is already half the success in learning. Games naturally attract and motivate participants because the game has a clear goal, having completed which they strive to achieve. The development of critical thinking and decision-making are two skills that are especially well practiced during game-based learning. While playing, students must make decisions quickly and think logically and creatively [4].

One of the important tasks is to teach students to work in a team because this type of learning helps the team learn to work together, understand each other's strengths, and begin to trust each other more, making joint decisions.

Game-based learning has a positive effect on the level of memorization and speed of recall - how quickly participants recall the information they have learned in their work.

During game-based learning, participants can practice applying new skills and knowledge in a safe game environment. They can make mistakes, experiment, fail, and

try again. Students do all this without fear of being punished. By going step by step, they train and gain experience for their professional lives.

Going through modules, reading paragraphs, searching for useful information - all this is difficult for students to maintain attention, and using game moments, participants remain engaged longer. This, in turn, allows them to consider more complex concepts and process a larger amount of information. Game-based learning can be conducted both in the classroom and virtually.

Using games is very useful for improving the various skills of students. They can serve as an important element of practice at all levels and types of learning and for many types of communication between students and teachers. Games are a universal tool that can build a bridge between teacher and student. No matter where the two are. Games are useful because even the most classic of them can be modified in such a way that they better fit the situation or the available visual material.

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## **РОЗВИТОК ТА ВИКОРИСТАННЯ КОМУНІКАЦІЙНИХ КАНАЛІВ У ДІЯЛЬНОСТІ ЦЕНТРІВ СОЦІАЛЬНИХ СЛУЖБ**

Центри соціальних служб відіграють важливу роль у підтримці вразливих категорій населення, надаючи соціальну, психологічну, юридичну та гуманітарну допомогу. Ефективна комунікація дозволяє не лише оперативно