

SECTION 1. INDUSTRIAL TECHNOLOGIES AND EQUIPMENT

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VISUAL COMMUNICATIONS IN
EDUCATIONAL MARKETING
ВИЗУАЛЬНЫЕ КОММУНИКАЦИИ В
ОБРАЗОВАТЕЛЬНОМ МАРКЕТИНГЕ

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Abstract. The analytical study is devoted to the adaptation of new strategies of the learning process to the socio-temporal environment of generational development. The need to individualize the learning process, considering personal characteristics and needs to motivate cognitive abilities, including the development of cognitive and social skills through modern information technologies and visual communications, is considered.

Аннотация. Аналитическое исследование посвящено адаптации новых стратегий процесса обучения к социально-временной среде развития поколений. Рассмотрена необходимость индивидуализации процесса обучения с учетом личностных особенностей и потребностей для мотивации познавательных способностей, в том числе и развитию когнитивных и социальных навыков посредством современных информационных технологий и визуальных коммуникаций.

In recent years, gamification – the use of game elements in non-game environments – has become increasingly popular in the educational field. Its purpose is to stimulate the learning process, increase motivation and create a positive learning experience.

The main principle of game elements is continuous feedback from students, reinforcing their motivation and interest in learning, gradual immersion in the game topic without losing attention and passion. The following techniques are widely used: dynamics, when interesting scenarios and game plots alternate;

awards related to increased status, rating, public recognition of success; interaction, which refers to interaction through chat, group, audio and video conferencing [1].

The basis for the popularity of gamification can be found in the concept of generational theory, the founders of which were two American researchers – Neil Howe and William Strauss. In 1991, they developed a concept based on the common philosophies of people of different ages, releasing the book "Generations" [2].

The target audience for the process of gamification of learning is mainly the Digital generation (late 1990s – 2010s) or buzzers - these are modern youth and the future of our state. Sociologists predict that this generation will become the most entrepreneurial. In speed and mental development they are ahead of the previous generation. Like millennials, buzzers value diversification and self-expression. For them, the limit of the real and virtual world is practically erased, because the entire technological process has been with them almost from birth. Incorporating gamification into their education may be the key to creating a more effective and engaging environment for their learning. They already know how to engage in games, so it makes sense to use this familiar concept to help them reach new heights in their education. Games are inherently fun and exciting, making the learning experience more likely to become more game-like.

Another benefit of gamification in education is the ability to personalize learning. In 1984, psychologist Benjamin Bloom published an article in Educational Researcher that described the Two Sigma problem. It raised the question of the impact of personal training on student success. Students with one-on-one tutoring performed two standard deviations better than students with one-on-one tutoring with 30 students. This was enough to raise a person's test scores from 50 % to 98 % [3].

Thanks to game mechanics, you can customize training for each applicant, taking into account his level of knowledge, goals and interests, and provide individual feedback and support. Additionally, gamification in education helps develop a range of skills, including collaboration, critical thinking, problem solving, and communication. Training can be built on teamwork, solving problems and overcoming difficulties together. There is an opportunity to make decisions, analyze information and exchange ideas, which contributes to the development of cognitive and social skills.

One of the projects that has successfully used gamification in its system is Duolingo, an online platform for learning foreign languages, offering users interactive learning that builds on completed levels.

One of the key elements of successful gamification is the mascot, which plays an important role in motivating and engaging users [4]. For example, Duolingo uses a friendly green creature mascot known as "Duo". It appears on screen, inspires and complements the learning experience.

The indirect connection between the mascot and gamification is evident in how users are motivated to continue learning. The Duo mascot interacts with users on different levels, creating a pleasant atmosphere and involving them in the learning process [5].

Overall, Duolingo successfully demonstrates how gamification in education and the use of a mascot can significantly increase motivation and make learning more interesting and effective. The use of gamification in combination with the presence of a mascot becomes a powerful tool to help overcome barriers and achieve success in the educational process.

Mascots have become an integral part of the educational process in the modern educational sphere. A well-designed mascot can have a significant positive impact on the learning process, stimulating students to be active and creating a favorable learning atmosphere:

- firstly, mascots can serve as symbols or representatives of educational institutions, which contributes to the formation of a sense of belonging and attachment to a given educational institution. This creates a favorable basis for the learning process, since, feeling part of a community, there is motivation in acquiring knowledge and a positive attitude towards learning;

- secondly, mascots are able to evoke an emotional reaction and introduce elements of entertainment into learning. They can be bright, colorful and funny characters that help relieve stress and add variety to learning sessions. The presence of a mascot in lessons makes them more interesting and attractive for children, which helps to increase their involvement and learning of the material.

In addition, mascots can serve as a mentor or model student. Designed with fundamental principles of pedagogy in mind, a mascot can convey important values and skills. For example, a mascot that is friendly and approachable can help enhance students' social skills and develop empathy. At the same time, a mascot that is an example of a student who succeeds in completing tasks and demonstrates diligence can inspire children to achieve success and develop self-motivation.

Finally, mascots help create a positive and friendly atmosphere in the learning environment. They can become a symbol of a positive mood and introduce elements of play and joy into the educational process. Such an atmosphere helps to establish trusting relationships between teacher and students, and also has a beneficial effect on cooperation, communication and the formation of a positive team.

Thus, the high-quality development of a mascot in the educational field has a significant positive impact on the learning process. Mascots stimulate joy and interest in learning, promote better learning, develop social skills and create an atmosphere of trust and interaction. They are an effective tool that helps make the learning process more attractive and effective for students.

The challenges of the modern educational environment and the needs of the digital economy determine the need for systematic research regarding the

implementation of the didactic potential of using digital gamification resources to support the cognitive development of the individual and manage the cognition process. The basis of this approach should be a model of educational and cognitive activity that uses new digital technologies, provides tools for planning and predicting learning outcomes, takes into account the personal characteristics of students and contributes to the formation of a cognitive picture of the world that meets the requirements of society [6].

Through game elements, students can gain satisfaction from achievement and develop important skills. Proper integration of gamification will help turn the learning process into an exciting and dynamic experience for all participants.

However, it is important to remember that gamification must be properly integrated into the educational process. It should not just be a superficial addition of game elements, but should be purposeful and well thought out.

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