consideration of game mechanics, target audience, and organizational culture to align with learning objectives.

As digital transformation evolves, the potential for gamification in corporate learning is vast. Future research should explore the long-term effects of gamified training on performance and retention. Integrating artificial intelligence (AI) could further personalize these experiences to meet individual employee needs.

In conclusion, gamification and game technologies herald a new era of corporate learning, emphasizing employee engagement, motivation, and skill acquisition. By harnessing game mechanics, organizations can create dynamic training environments that promote continuous learning and adaptation, essential for building a skilled and adaptable workforce [2, p. 12].

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THE INFLUENCE OF ADVERTISING ON A PERSON

Влияние рекламы на человека

Advertising has become an important part of our lives. The main goal of advertising is to convince people to buy a product or use a certain service. The influence of advertising on a person is multifaceted and often invisible, which is becoming more and more relevant in modern society. It can influence behavior, preferences, beliefs, and needs. With the development of the Internet, advertising has become even more accessible and common. Today you can see advertising everywhere – on the streets, in stores, on social networks.

In the modern world, advertisers often resort to various methods of manipulation to influence consumer choice. Emotional impact is one of the key tools in their arsenal. Advertising campaigns seek to evoke strong feelings, be it happiness, fear, surprise or nostalgia, in order to create a close connection between the consumer and the product or service.

Another common technique is the use of social proof. This method consists in demonstrating that a product or service is popular among a large number of people, which creates a feeling of having to join the majority. In advertising, this can manifest itself in the form of:

- Reviews from satisfied customers.
- Mentions of the number of sales.
- Links to popularity on social networks.

Equally important is the use of deficit methods. Advertisers emphasize the limited supply of a product or service, which encourages consumers to make a quick purchase decision. This is achieved by:

- Indications for the limited duration of the offer.
- Emphasizing the uniqueness of the offer.
- Creating a sense of exclusivity.

Advertising not only influences the individual, but also society as a whole. Examples of such transformations can be seen in social advertising, which raises important issues for society, such as ecology, health or social justice. These campaigns not only inform, but also call people to action. For example, advertising about the dangers of smoking or the need to protect the environment can influence public opinion and raise awareness of these issues.

The problem with advertising is that it can have a negative impact on people's minds and behavior. Advertising can create ideal standards of beauty and success that are unattainable for most people, thereby causing feelings of dissatisfaction and dissatisfaction with their appearance or life. In addition, some advertising campaigns can be misleading or manipulative, which can lead to unwanted purchases or consumption of products or services.

Another problem is the oversaturation of advertising in modern society, where people are faced with the problem of daily exposure to different types of advertising, which can lead to fatigue and rejection on the part of consumers.

In addition, advertising can contribute to the creation of stereotypes and prejudices against a group of people, which can lead to church and negative consequences.

The influence of advertising on a person's life can be both positive and negative. On the one hand, advertising can help inform consumers about new products and services, offer them advantageous offers. On the other hand, advertising can stimulate the consumption of unnecessary goods, create false expectations, lead to deception and loss of money. Therefore, it is important for a person to be aware of the influence of advertising on themselves and their decisions, to be critical of advertising, and also to develop media literacy and the ability to analyze information.