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THE EDUCATIONAL POTENTIAL OF MEME-BASED GAMES AS A TOOL FOR TEACHING ENGLISH

Образовательный потенциал игр на основе мемов как средства обучения английскому языку

This article discusses the use of memes as a tool to improve the effectiveness of English language teaching in the school context. The main idea of the article is that memes can be a useful tool for developing and improving pupils' lexical skills, as well as for creating a more engaging and interactive learning environment.

Lexical skill is defined as the ability of a learner to actively use words and expressions included in his or her vocabulary, as well as understand their meaning in different contexts. This research article emphasizes the importance of this skill for successful acquisition of a foreign language. Lexical skills are not just knowledge of vocabulary, but also the ability to apply it in speech, which contributes to the development of cognitive and communicative skills.

One of the key goals of the article is to show that the use of memes in educational practice can significantly increase pupils' interest in English lessons and improve their learning. Memes, as cultural artifacts, are easily perceived by young people, and their use in the educational process can contribute to better memorization of vocabulary and grammar. Moreover, as a result of this research, various games were developed that can be integrated into the learning process using memes. Such games include «Meme Encoder», where pupils decipher the meanings or contexts of memes, «Meme Quest», where pupils have to go through a walking field and reach the finish line, thereby solving all the tasks and quests of the game, which will increase their awareness of a particular topic, as well as «Create Your Own Meme», during which pupils create their own memes using the words and expressions they have learned. Such activities develop creativity, critical thinking, and language knowledge in an entertaining way.

The context of using memes in learning is also discussed in the context of modern trends in education, focusing on the importance of digital cultural practices for young people. The article serves not only as a theoretical basis for researching a new approach to learning, but also as a practical guide for educators seeking to adapt their methods to modern realities and the interests of pupils. Thus, the work opens up new horizons for teaching English, offering innovative techniques that make learning more dynamic and relevant to the needs of today's youth. The use of memes and games in the learning process not only forms vocabulary skills, but also creates an atmosphere of

involvement and interest, which, in turn, makes the learning process more effective and efficient.

The results of the study confirm that the use of games with memes in teaching English significantly increases pupils' motivation, improves their vocabulary and promotes a deeper understanding of language features. The findings highlight the prospects of integrating cultural and modern elements into the educational process, which opens up new horizons for effective language teaching in a modern school setting.

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FEATURES OF THE DEVELOPMENT OF THE MODERN LINGUO-CULTURAL ENVIRONMENT

Особенности развития современной лингвокультурной среды

The modern linguo-cultural environment is constantly evolving, which is closely linked to dynamic changes in social, political, and technological spheres. One of the most prominent factors influencing this environment is the development of media communications, which have a profound impact on language practices, culture, and public perception of information. Media linguistics, as a scientific discipline, explores the interaction between language, media, and culture, analyzing how media formats influence language use and how they shape public consciousness. Thus, the aim of our research is to identify the peculiarities of the modern linguo-cultural environment.

Modern mass media, including television, radio, internet platforms, and social networks, play a key role in shaping the linguo-cultural environment. Unlike traditional media, new digital media are characterized by high interactivity and offer vast opportunities for personalized communication. The emergence of formats such as blogs, podcasts, vlogs, and social networks significantly broadens the ways in which language is used, creating new language practices. In the media reality, the traditional boundaries between written and spoken language become blurred, leading to the appearance of new genres and styles of communication.

Media linguistics develops approaches to analyzing the interaction between language and media from various scientific perspectives. This includes not only linguistic analysis but also cultural, sociological, and psycholinguistic research. Media linguistics examines how media content shapes social stereotypes, identity, and the perception of reality. It also focuses on the transformation of traditional genres and communication formats, such as