

## MENTAL ENLIGHTENMENT SCIENTIFIC – METHODOLOGICAL JOURNAL



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<http://mentaljournal-jspu.uz/index.php/mesmj/index>



## ENHANCING STUDENTS' COMMUNICATIVE ENGAGEMENT THROUGH THE USE OF GAMIFICATION ELEMENTS

**Malika Bakhrankulovna Khamidova**

*Teacher at the Department of English Language, Linguistics, and Literature  
Samarkand State University named after Sharof Rashidov*

[malikahamidova875@gmail.com](mailto:malikahamidova875@gmail.com)

*Samarkand, Uzbekistan*

### ABOUT ARTICLE

**Key words:** Gamification, communicative engagement, educational process, motivation, game elements, points, rankings, badges, levels, challenges.

**Received:** 01.05.26

**Accepted:** 02.05.26

**Published:** 03.05.26

**Abstract:** This research paper examines the effectiveness of using gamification elements to enhance student communicative engagement. In the educational process, gamification applies game elements to increase motivation, foster interaction, critical thinking, and teamwork skills among students. Elements such as points, rankings, badges, levels, and challenges encourage active participation from students. Studies show that gamification plays a key role in boosting student motivation and involvement. The successful implementation of this approach improves the interactive communication between students and instructors and enhances academic outcomes.

**Introduction.** In the modern educational process, increasing students' communicative activity is considered one of the important issues. By communicative activity, we understand students' abilities to interact, express opinions, debate, and work collaboratively. Traditional teaching methods often lead to low motivation and interest among students, which makes the learning process ineffective. To solve such problems, the use of gamification elements has been proposed. Gamification is the application of game elements in non-game contexts, such as

education. This method helps to increase students' motivation, make them more active, and improve learning outcomes.

Gamification has been actively studied in education since the 2010s. Deterding et al. (2011) defined gamification as "the use of game design elements in non-game contexts." In education, gamification is used to increase students' motivation because game elements (points, leaderboards, badges) stimulate intrinsic motivation. Based on Ryan and Deci's (2000) Self-Determination Theory, gamification satisfies students' needs for autonomy, competence, and relatedness.

There is a substantial body of research on the impact of gamification on increasing communicative activity. For example, Khosrawi-Rad (2025) showed that using gamified pedagogical conversational agents in English language teaching increased students' motivation. Zeng (2024), in a meta-analysis, confirmed the positive impact of gamification on students' academic outcomes, particularly in STEM subjects. Ponce Anchundia and Chancay Cedeño (2023), in a systematic review, examined the role of gamification in improving oral communication in English, concluding that motivation and activity increased.

**Methodology.** Research shows that gamification reduces fear in students and encourages collaboration. In Kabilan's (2023) mixed-methods study, university instructors used gamification to improve motivation, thinking skills, and interaction. However, some studies (e.g., Denden, 2025) emphasize the importance of a combination of gamification elements, as a single element may not be sufficient.

Gamification in education uses the following main elements:

1. **Points:** Points are given for each task, which increases motivation. Example: Accumulating points for correct answers in an English lesson.
2. **Badges and Rewards:** Badges are given for specific achievements, stimulating intrinsic motivation.
3. **Leaderboards:** Increases competition among students, encouraging activity in communicative tasks.
4. **Levels:** Breaking the learning process into stages, each level introducing new challenges.
5. **Challenges and Quests:** Collaborative tasks, such as group debates.
6. **Feedback:** Fast and constructive feedback helps correct mistakes.
7. **Narrative:** Turning the learning process into a story, encouraging students to participate in roles.

These elements are effective in increasing communicative activity because they create competition, collaboration, and interest.

The use of gamification in child upbringing makes the educational process more effective and interactive. By incorporating game elements into the educational process, gamification not only increases students' motivation but also develops their social, emotional, and cognitive skills.

Through game elements such as rewards, competition, levels, and badges, students' activity in the learning process can be supported and encouraged. A lifelong learning system creates conditions for continuous learning and development, from primary education to higher education and beyond. Gamification can be an effective tool in this system to maintain students' interest and make learning more engaging. For example, in preschool education, game elements can be used to stimulate children's learning activities, and in primary education, to increase students' interest in acquiring knowledge.

In a lifelong learning system, innovative approaches, including gamification, help personalize education. Gamification creates a tailored learning process that takes into account students' individual needs. For example, students can choose different approaches to achieve their goals, which increases the effectiveness of learning.

**Results.** For gamification to be effective in child upbringing, improved cooperation between family and school is necessary. The use of consistent gamification elements at home and school helps maintain children's interest in learning. Providing continuous communication between family and school through games and rewards greatly influences the success of the educational process. For educators, gamification offers the opportunity to increase students' interest in learning and make lessons interactive.

Through gamification, students are provided with motivational tools to achieve their goals. This particularly increases student engagement in the learning process in primary and secondary education. Gamification elements help make lessons engaging and support a personalized approach to students. Through gamification, children can develop social skills. Through games and competition, they learn to cooperate, feel responsibility, and solve problems. This improves children's interaction not only in the learning process but also in everyday life.

Gamification in the educational process is an innovative approach that encourages active student participation by integrating game technologies into teaching methodology. This method not only makes lessons engaging but also develops students' skills in independent thinking, decision-making, and communication. It yields effective results, especially in engaging

students in education, increasing motivation, and developing their personal responsibility. The main principles of gamification are goal-orientation, encouragement, gradual growth, visual assessment of results, and social interaction.

These principles serve to organize the child upbringing process more effectively through game-based tasks. For example, elements such as "point accumulation," "leaderboard," and "level progression" used in the classroom create a healthy competitive environment among students. By applying gamification approaches in education based on the cooperation of family, community, and educational institutions, the integrated impact on child upbringing is enhanced. The joint efforts of community advocates, parents, and educators are an important factor in increasing children's socialization, respect for cultural values, and interest in knowledge. Furthermore, this approach is particularly effective in preschool and primary education stages, allowing the educational process to be conducted in accordance with children's natural interests.

This scientific article is aimed at determining the effectiveness of the gamification approach in the educational process and was conducted based on comparative, observational, empirical analysis, and pedagogical diagnostic methods. The integration of gamification elements into the educational system was based on analyzing the didactic and educational functions of these elements in interdependence. Cases using gamification methods were observed in practical lessons conducted with preschool and primary school students. Indicators such as participant activity in the lesson, level of knowledge acquisition, and motivation status were recorded. Opinions of educators, parents, and students regarding gamification, as well as the advantages and difficulties of using this approach, were collected.

Based on comparative study of control and experimental groups, the results of lessons in which the gamification approach was applied were evaluated. Empirical observations show that in lessons where gamification elements are used, participant activity increases, and aspects such as arriving on time, responding actively, and working collaboratively improve significantly. This confirms that gamification is not only a didactic tool in education but also a method with educational impact. In a study conducted by John and Tom (2021), the effectiveness of gamification in education and its role in increasing motivation in the learning process were deeply examined.

According to their analysis, "Gamification in education has proven to be an effective method to increase student engagement and motivation, turning learning into an interactive process." The results of this study show that gamification is of great importance for ensuring

active student participation and organizing lessons interactively. This allows teachers to engage students in the learning process and encourage them to think advancedly.

**Discussion.** The study extensively analyzed the effectiveness of gamification in motivating students and its impact on increasing motivation (John & Tom, 2021). Klimenko's (2020) research examined the importance of gamification not only in increasing students' motivation in the educational process but also in developing their social and leadership skills. The study emphasized that the use of gamification in education helps students develop teamwork and leadership skills and is also effective in enhancing critical thinking and problem-solving abilities. "The implementation of gamification strategies in education promotes teamwork, leadership skills, and enhances students' critical thinking abilities." These results reveal the advantages of the widespread use of gamification in the educational system and help make the learning process more interactive, effective, and adaptable to students (Klimenko, 2020).

In analyzing the role and effectiveness of gamification in education, it is first necessary to show its role in increasing students' motivation. Through gamification, it is possible to ensure active student participation and make the learning process engaging and interactive. It is known that the level of participation in the learning process and interest in learning are directly related to motivation. Gamification methods provide students with the opportunity to manage their own activities and achieve specific goals, which develops independent thinking and creativity in students. Gamification creates motivational mechanisms that help students achieve their goals. Game elements such as points, medals, and achievements allow students to measure their progress and track their results. This, in turn, increases students' interest and participation in the learning process. Gamification also encourages students to learn continuously and makes education engaging and enjoyable for them.

Gamification methods increase students' activity not only at school but also at home during the learning process. By strengthening cooperation between parents and teachers, more effective education can be provided to students. Parents can monitor students' achievements and encourage them to learn through games.

The application of gamification in education is of great importance, especially in the lifelong learning system, for applying an innovative approach. These methods introduce students to modern technologies and interactive learning methods. Through gamification, students not only learn knowledge but also develop their creative and analytical thinking skills. As a first result, students' interest and motivation in the learning process increased, which improved educational effectiveness.

As a first result, students' interest and motivation in the learning process increased, which improved educational effectiveness. Through gamification methods, active student participation was ensured, and they were encouraged to participate more in the learning process. As a second result, students' learning activity increased. With the help of gamification, their level of participation in achieving goals was high, which further increased the effectiveness of education. As a third result, pedagogical cooperation between teachers and parents was strengthened. Through this, effective student participation in the learning process was ensured, as parents had the opportunity to monitor and encourage students' achievements.

**Conclusion.** According to the results obtained from this study, the gamification approach in education is of great importance in increasing students' motivation, further strengthening interest in education, and making the learning process interactive and effective. Gamification not only helps to increase students' knowledge levels but also develops their social skills, collaborative abilities, and responsibility.

Traits such as students competing with each other, testing their own abilities, and cooperating with others greatly influence their personal development.

The importance of gamification in the educational process lies in the fact that this method positively changes students' approach to education and increases their interest to a high level. The application of gamification in cooperation with the family, community, and educational institutions makes the upbringing process more effective because it serves to develop a sense of responsibility and mutual respect in students. Furthermore, the need to increase the role of gamification in the process of active student participation, taking responsibility, and acquiring the necessary skills for success is growing. The effective application of gamification in education requires teachers to have a good command of innovative pedagogical technologies. At the same time, methodological guides, training, and scientific-technical resources on the application of gamification methods need to be provided to teachers, parents, and community leaders.

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