

thanks to which people would actively use the application. Since the topic of investment seems to be something difficult and unexplored for many people, the company decided to focus on it. The concept of the game mechanics was that participants had to discover securities that were hidden among other objects in the images. A reward system was also introduced to encourage participants to return to the game. Pop culture illustrations were created that used associations to explain difficult investment terms. Finally, users got not only pleasure from the process itself, but also basic knowledge about investing [2].

Many people might think that gamification in finance only concerns to mobile banking or third-party apps, but this is not the case. You can arrange mini-challenges for self-control yourself:

- «a week without spending». Choose one week when you won't spend money on coffee, food delivery or taxi. This will help you realize your spending habits.
- «52 weeks of savings». Set aside an amount equal to the week number each week. By the end of the year, you will have saved a significant amount.
- «a challenge without a change». At the end of each day, transfer all the change from your wallet to your piggy bank. The amount may be more than you expect.
- «financial diet». Spend a month without impulsive purchases, etc.

Conclusion. The implementation of gamification principles in the personal finance management process can significantly increase its effectiveness and attractiveness. This will lead to the formation of a more positive attitude towards money, as well as to the proper management of them.

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THE ROLE OF ONLINE TRANSLATORS IN TRAINING QUALIFIED PERSONNEL OF THE NATIONAL ECONOMY

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Резюме – в наше время современные технологии вытесняют старые аналоги и приносят в нашу жизнь как новые возможности, так и негативные последствия. В данной статье поднята тема влияния различных онлайн переводчиков на процесс подготовки квалифицированных специалистов в области межкультурной коммуникации.

Resume – nowadays, modern technologies displace old analogues and bring both new opportunities and negative consequences into our lives. This article raises the topic of the influence of various online translators on the process of training qualified specialists in the field of intercultural communication.

Introduction. According to the results of last year, Russia, China, and the United Arab Emirates were among the five main trading partners of Belarus. Belarus is also developing foreign trade with Kazakhstan, Turkey, Italy, Brazil, and Uzbekistan. Where there is foreign trade, there is no way to do without qualified translation specialists, whose training ensures the guarantor of the country's economic and political security. Modern technologies have significantly changed the process of learning foreign languages, and online translators have become one of the most accessible and popular tools.

Main part. Modern students are doing their best to facilitate their studies at educational institutions. Using translators is one of the main ways to complete English language assignments. Online translators are the prototype of dictionaries that can translate not only a word, but also an entire text in a matter of seconds. Words, texts, and pictures can be photographed and the translator will translate everything. In addition, it can translate a voice message. Online translators such as Google Translate, DeepL, Yandex translator and other, provide users with a fast and convenient way to translate words, phrases and texts [1]. Despite their obvious advantages, it is necessary to consider both the possibilities and limitations of these tools. Here is role of online translators in learning English [2, 3]:

1. First of all, they ease access to information. Online translators allow users to instantly translate words and phrases from any language into another, which is especially useful for beginners and intermediate language learners. This allows students to understand the main meaning of texts without encountering language limitations. The ability to quickly translate unfamiliar words helps expand vocabulary, which is an important part of the language acquisition process.

2. Secondly, online translators not only assist students with all word translations quickly, but also provide an opportunity to familiarize themselves with various translation options. This is useful when studying multilingual words and phrases, which contributes to a better understanding of the context and features of using vocabulary in different situations. Translators often provide edge examples of the use of phrases and expressions, which contribute to a deeper understanding of the mother of grammatical constructions.

3. The next argument in favor of online translators is that they offer the function of voicing translated words and phrases. Of course, this is a useful tool for improving pronunciation and auditory perception of the language. The opportunity to listen to how words are pronounced correctly contributes to a better assimilation of the phonetic features of all the languages on the world.

4. For new users, online translators can be a valuable tool for quickly mastering basic phrases and words. For more experienced students, translators can serve as an auxiliary tool for more complex texts, as well as for learning professional vocabulary.

Despite the obvious advantages, using online translators in the language learning process has its limitations. 1. Unfortunately, due to the incomplete development of technology, many of online translators may provide inaccurate or even erroneous translations. This is especially true for complex phrases, slang, and cultural contexts that are difficult to interpret automatically. This can lead to a distortion of the meaning of the text and misunderstanding. 2. Frequent use of online translators can lead to excessive dependence on technology. Students and pupils, relying on a translator, may lose the ability to independently analyze the text and search for the meanings of words in dictionaries. This can slow down the development of language skills, such as intuitive understanding of grammar and sentence structure. Today we can say that online translators are replacing not paper analogues, but foreign language learning in general.

Conclusion. Online translators play an important role in the process of learning foreign languages. They provide convenient and fast tools for translation and vocabulary acquisition. However, such translators cannot replace full-fledged language learning, and their usage must be balanced with other methods such as practical communication, reading and listening, and, of course, they can't replace skilled teachers. Combined with other teaching methods, online translators can significantly speed up the language learning process and become a valuable assistant for students of all levels.

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REELS INFLUENCE ON BRANDING: UNIQUE ASPECTS OF IMAGE FORMATION

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Resume – short videos, known as Reels, transform branding by creating sensory associations. Brands use visual, auditory, and rhythmic elements to subconsciously influence the audience's perception. The adaptation of the platform demonstrates the flexibility of the brand and maintains the consistency of the brand's style. This, in turn, helps to integrate the brand into the daily rituals of content consumption. In-