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A CASE STUDY OF GACHA-GAME GENSHIN IMPACT IN THE CONTEXT OF GLOBALIZATION OF INTERCULTURAL COMMUNICATION

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A few decades ago, no one could have imagined what scope computer games would acquire at the present time. Now it is one of the most popular ways of spending time among teenagers and even adults. The game itself is one of the most common and popular patterns of behavior. Since the elements of the game are present in various spheres of human life, in a greater or lesser degree, everyone uses games. Many people come to computer games as a mechanism of creativity, which in turn can have not only a kind of entertainment, but also comply educational functions [2].

For example, computer games can play a role in the cognition of intercultural communication, especially in a global context. They provide a unique opportunity for people from different cultures to touch and interact with each other in the virtual space of the game.

The analysis of foreign studies [4, 5, 8] shows that computer games of various genres can be an appropriate means for learning a foreign language. Participation in games has a positive effect on the development of certain language skills of students. The researchers notice that the practical use of language and vocabulary enrichment can be "improved" by including computer games in the learning environment. The didactic properties of computer games can also be used to develop reading, writing and listening skills, as reported in the literature. [4, 5, 8].

Genshin Impact is a PC and mobile game announced in June 2019 and released in September 2020 by miHoYo Limited, Shanghai, China. The game has been released on multiple platforms: PC and mobile devices with support for operating systems such as Windows, iOS and Android. The game is controlled via mouse and keyboard for PCs, also gamepads, and touch screen for cell phones. The game has two modes: single and multiplayer [1, 6, 7].

The genre of the game is action-adventure with an open world and RPG elements, implying a large-scale adventure with a large number of battles of various types with the ability to play for characters of different classes and origins. In-game currency can be obtained for free during the course of the game and is used to implement a system of gacha games. Such games take as their basis the mechanics popular in Japan

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of "gachyapon/gashyapon" - vending machines containing toy capsules inside. For mobile games, this mechanic works as follows: in-game currency can be exchanged for the ability to "pull" or "spin" a metaphorical vending machine in order to purchase a character or weapon for the game. Genshin Impact is based on the gacha system, called "Wishes" in the game [1, 6, 7].

The plot tells about a hero, called by others a Traveler, wandering through countless worlds with his brother or twin sister (one of whom the player can choose as a controlled character), but by an unfortunate coincidence they are separated. The game is set in a fantasy world called Teivat, consisting of seven regions (Mondstadt, Li Yue, Inadzuma, Sumeru, Fontaine, Natlan and Snezhnaya), each of which has a real country as a prototype and is associated with a separate element, as well as ruled by a separate god, called in the universe of the game "Archon". Together with his companion and companion named Paimon, the player sets out to find his lost twin while solving problems on Teivat [1, 6, 7].

The game's interface and all its components (videos, official websites, etc.) have been translated into Indonesian, Thai, Vietnamese, German, French, Portuguese, Spanish and Russian; but only the English, Japanese, Korean and Chinese versions have a full translated interface with official voice acting [1, 6, 7].

In this study, an effort is made to explain the reasons for the global popularity of the Genshin Impact game, from the point of view of intercultural communication and the possibility of learning a language in a virtual entertainment format. The game uses the mechanism of intercultural communication, introducing users to the culture and mindset of other countries. This makes the research topic relevant, making it possible to understand the practical aspect of intercultural communication reflected in Genshin Impact.

Direct intercultural communication in the game is conditioned by the presence of players belonging to different cultures, who, going through the plot, exploring the world and interacting with other players, enter into a direct dialogue with each other.

According to statistics [9], the largest number of downloads of the game, not to consider Asian countries, has the USA. Also, counting that the official voice acting is in English, this aspect will help players improve their listening skills, increase their vocabulary. Therefore, English, being an international language, is the dominant language for learning and easy to understand for players in most countries. However, such training cannot be called serious, since it has only a minimal impact on language skills, taking into consideration that learning does not occur at a deep level. At the same time, the presence of speech cliches in the characters' speech, their communication with each other on informal topics will lead to replenishment of active and passive vocabulary, motivation to speak a foreign language, overcoming the language barrier, partial understanding of English grammar. Changing the language settings of the game from native to English will entail the acquisition of vocabulary characteristic either for this game, or for many mobile and computer games (CD, CRate, Dailies, DPS,

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Healer, etc.). Interaction with other players in the cooperative game mode will subject the aforesaid skills to greater improvement, based on the desire to understand the co-player, the use of written speech, the use of which includes abbreviations, slang, phrasal verbs and game vocabulary. Thus, this game has some didactic potential for the development of dialogical skills.

Players find themselves in various situations in which they feel the computer world is real, which forces them to immerse themselves in the language environment. Often, what happens in the game has little in common with the real world, but it doesn't matter. An authentic situation makes the player feel like he is participating in what is happening and making decisions like a real participant. That is why fantasy events of the game world are much better immersed in language than scenarios like "in the store" or "at the airport", which are usually played out during education courses. The brain is placed in a stressful situation where the desire to complete a task or defeat an enemy is much stronger than the fear of speaking English.

Researches show that learning in context is faster than purely theoretical learning. The plot, story, characters, and choices help you better understand and remember new phrases, constructions, and other nuances. Any incoming information makes sense and becomes more understandable when it is presented in situations as close to reality as possible. The game can be used as an example to illustrate vocabulary and grammar, and it will become more lively, interesting and memorable.

The player is an active participant in the events, and not a passive observer, since quite a lot depends on his choice and actions. First, in many games, the player's choice changes the character, the world that surrounds him, and the storyline. Secondly, it depends on the player to win and whether he passes the level or loses.

Interactivity provides high motivation, as in the game, users are ready to read difficult tasks and listen to character dialogues in order to complete the levels. It should be noted that if an important battle is going on over the network, the player does not have time to look into the dictionary. There can be a lot of repetitive moments in the game, which, at the same time, do not bother. For example, there are screensavers before the levels, there may be dialogues with non-player characters in the world that do not change much during the game, which may contain important vocabulary that will help you remember it by repeating.

The plot and challenges of the game world in some measure introduce the player to the culture, philosophy of countries that have real prototypes, having and using cultural references: names and clothes of playable and non-playable characters, festivals and holidays of each state, architecture, music, form of government, etc.

Due to the constant development of Internet technologies, interaction with foreign cultures is the most important in the process of intercultural communication. With the necessary equipment and Internet access, games offer unlimited opportunities to establish instant and long-term contacts and improve their skills. [3] As more and more representatives of different cultures appear in the global network in all spheres of

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communication (social networks, mass media, video games, chat programs, etc.), computer games greatly contributes to the harmonious development of intercultural qualities and skills and also improves learning a language in a virtual entertainment format.

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