

Annotation:**Title of the thesis:**

Gamification in teaching/learning French as a second language

Abstract in English

This master's thesis focuses on the innovative field of gamification and its application in teaching French as a second foreign language. Gamification, whose elements are gradually implemented into teaching through modern pedagogical approaches, is examined in detail in the work, defining the term itself and introducing its key aspects. The work also deals with the historical development of gamification, which is traced in both the field of marketing and education. As part of the theoretical part, potential advantages and disadvantages of using gamification in teaching are outlined. Concrete examples of successful implementation of gamification in marketing and education are also presented, providing a comprehensive view of the possibilities and limitations of this approach. The practical part focuses on a detailed analysis and reflection of specific gamification elements in the popular language application Duolingo and in two selected French language textbooks. These elements are evaluated based on their frequency of occurrence, quality of execution, and potential effectiveness on student motivation. In case some elements are missing, the work suggests their possible supplementation. In conclusion, the work compares gamification possibilities with regard to the different environment of the online application and the printed textbook. This comparison shows how different media can influence the implementation and effectiveness of gamification elements. This work thus presents a comprehensive view of gamification in teaching French as a second foreign language and provides valuable insights for educators and researchers in this field.

Key words: gamification, FLE, Duolingo, French language textbooks, didactic approaches