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THE GAME AS A MODERN WAY OF COMMUNICATION

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In modern times, a computer game has acquired the status of a cultural phenomenon, a commercial product, and many compare modern computer games with a new kind of art. More and more games are being developed with a focus on the online mode, thereby generating new types of communication technologies. To understand the impact of computer games on communication processes, you need to define the concept of "communication". According to the culturologist, Sadohina, communication is "a socially determined process of exchange of information of different nature and content, transmitted deliberately through a variety of means, which aims at achieving mutual understanding between partners and is performed in accordance with defined rules and regulations" [Sadokhin, 2014].

The aim of the work is to determine the communicative component in modern computer games and whether it is possible to consider a computer game as a way of modern communication.

Material and methods. The material for the study were multiplayer computer games. Methods used: search, analytical, generalizing.

Findings and their discussion. More and more modern computer games are distributed on the Internet. Not so long ago, a permanent connection to the Internet, as well as the formation of gaming communities, not many games of the genre required "MMORPG" (mass multiplayer online role-playing game), in such games, the process was based on the collective interaction of players with each other, that without combining common efforts and mutual assistance it is impossible to achieve any results. At this point in time, almost every significant game is accompanied by the creation of a "community" so-called gaming community. In modern times, the creation or launch of the next game is initially accompanied by the creation of fan groups in social networks, as well as discussions on forums in order to attract a potential audience. Therefore, the output of the next project for him fixed a certain Fan base. Every day the percentage of users playing online games is growing and with it increases the level of socialization of the game components. These factors have recently been the main ones when choosing a game project. People will choose a game that can be played with friends or where they will be surrounded by people with similar interests.

Therefore, modern developers of computer games devote a lot of time and money to the development of "in-game" communications between players. Having determined that communication in the game is one of the important elements, it remains to find out what forms of communication can be found in games?

We can distinguish the main forms of modern communication: intrapersonal, intra-group and mass.[Sadohin, 2014]. Now let's look at these types of communication on the example of computer games. Intrapersonal communication occurs in the communication of the individual with himself. Basically, this type of communication is manifested in the game in single (singleplayer) games. Interactivity plays a key role. Allowing the player not only to make decisions, but also to see the result of his actions. Puts the player in front of a moral choice. Intra-group communication is a set of different types of communication occurring in small groups. The number of such groups ranges from 2-3 to 20-30 people [Sadokhin, 2014]. For this type of communication suitable game with a cooperative type of passage, or multiplayer. Successful completion of the game is impossible without knowledge of the gameplay, as well as coordinated interaction, coordination of their actions and a clear understanding of the role in the team. One of the most striking examples of mass communication is the MMO game. The gameplay is based not only on the interaction within one group of players (clans, guilds, communities), but also in the communication between many such groups of players.

Conclusion. We have considered the main types of communication on the example of computer games. The result showed that modern games take over the functions of different types of communication. Thus, we can conclude that the game is one of the ways of modern communication. This view of computer games allows you to open up new ways for further research, as well as to use some aspects of gaming activities as examples of the interaction of players in certain situations to achieve their goals.

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