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INTERACTIVE TELEGRAM BOT FOR PROMOTION OF EDUCATIONAL SERVICES OF THE UNIVERSITY

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Abstract: In today's digital era, universities are constantly seeking innovative ways to promote their educational services and attract prospective students. This article introduces the concept of an interactive Telegram bot as a powerful tool for enhancing the promotion of educational services offered by universities. The bot serves as a virtual assistant, providing real-time information, answering inquiries, and engaging with potential students in a user-friendly manner. With its wide reach and interactive capabilities, the Telegram bot offers an effective platform for showcasing various educational programs, admission processes, academic resources, and campus life. By leveraging this technology, universities can not only streamline their communication efforts but also enhance their brand image and engage with a wider audience.

Key words: interactive Telegram bot, educational services, university promotion, digital marketing, student engagement.

Introduction

Universities worldwide face the ongoing challenge of attracting and engaging prospective students in an increasingly competitive educational landscape. In this digital age, traditional marketing methods are no longer sufficient to capture the attention of tech-savvy individuals. Consequently, universities are turning to innovative digital solutions to effectively promote their educational services. One such solution that has gained prominence is an interactive Telegram bot.

Results and discussion

The evolution of chatbot technology has led to the emergence of interactive Telegram bots, which have revolutionized the interaction between universities and students. These bots utilize the messaging platform Telegram to deliver personalized and real-time assistance to potential students. Through their conversational interfaces and automated responses, interactive Telegram bots offer a seamless user experience and facilitate efficient communication [1].

An interactive Telegram bot functions as a virtual guide, providing prospective students with comprehensive information about various educational programs, admission requirements, scholarship opportunities, and campus facilities. Students can engage with the bot to receive instant responses to their queries, access relevant resources, and receive personalized recommendations. This high level of interactivity enhances student engagement and support, ultimately influencing their decision-making process [2-3].

The admission process can be intricate and overwhelming for prospective students. However, an interactive Telegram bot simplifies this process by offering step-by-step guidance on application procedures, necessary documents, and important deadlines. Additionally, it can inform students about upcoming events, campus tours, and open house sessions, ensuring that they remain informed and connected throughout their educational journey.

Given the increasing utilization of technology, particularly social media platforms, for accessing information, it became necessary to develop a mechanism via the Telegram platform to introduce our university “Sukhoi State Technical University of Gomel”. To cater to the needs of students, particularly international students, we created several promotional pages for the university. These pages gained popularity among student circles and were divided into multiple sections for each college group, facilitating easy retrieval of information for students. Figure 1 provides examples of some of these pages.

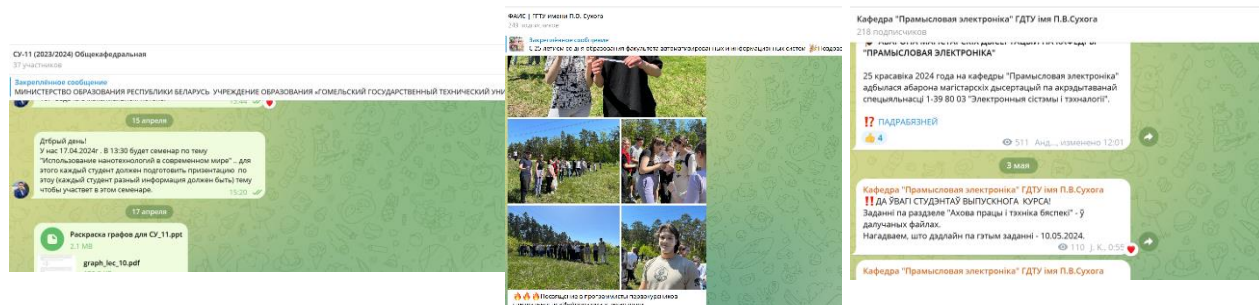


Fig. 1. Samples of group pages on the Telegram platform

Conclusion

The emergence of interactive Telegram bots in the promotion of educational services presents universities with an exciting opportunity to engage with prospective students in a dynamic and personalized manner. By leveraging the capabilities of this technology, universities can enhance their visibility, streamline communication, and provide a superior user experience. However, successful implementation requires careful planning, customization to meet specific needs, and continuous evaluation to ensure optimal performance. As universities strive to attract and retain the next generation of students, an interactive Telegram bot can be a powerful tool in their marketing arsenal.

References

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PROPERTIES AND SYNTHESIS OF ZNO XEROXELS CONTAINING METAL NANO-COMPOSITES WITH DIFFERENT PHASE COMPOSITIONS [MINI-REVIEW]

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Abstract: Zinc oxide (ZnO) xerogels embedded with diverse metal nano-composites have been synthesized and investigated to analyse their structural and functional attributes. This mini review aims to explore the distinct phase compositions of the metal nano-composites within the ZnO matrix and examine their impact on the overall properties of the material. Employing advanced synthesis techniques and characterization methods, this mini review elucidates the relationship between the phase composition of the nano-composites and the resulting properties of the ZnO xerogels. The findings reveal notable variations in optical, electrical, and mechanical properties, contingent upon the specific metal and its phase within the composite. This mini review presents a comprehensive overview of the conducted research, emphasizing the innovative synthesis approach and the thorough analysis of the composites' performance in potential applications. These insights are crucial in tailoring ZnO-based materials for specific industrial uses.

Key words: Zinc oxide (ZnO) xerogels, nano-composites, ZnO matrix, optical, electrical, and mechanical properties.

Introduction

The research focuses on the synthesis of zinc oxide (zinc oxide) is a promising material for industrial applications due to electron mobility, wide band gap, luminescence. The integration of