Міністерство освіти і науки України
Державний торговельно-економічний університет
Факультет торгівлі та маркетингу
Факультет інформаційних технологій
Факультет міжнародної торгівлі та права
Кафедра іноземної філології та перекладу
Кафедра сучасних європейських мов

ТРАНСФОРМАЦІЙНІ ВИКЛИКИ У ЦИФРОВОМУ СУСПІЛЬСТВІ

ТЕЗИ ДОПОВІДЕЙ
V ВУЗІВСЬКОЇ СТУДЕНТСЬКОЇ НАУКОВОЇ КОНФЕРЕНЦІЇ

(Київ, 09 квітня 2024 року)

Київ 2024

УДК 330–044.922:004
Т 65

Т 65 **Трансформаційні** виклики у цифровому суспільстві [Електронний ресурс] : тези доп. Вузівськ. студ. наук. конф. (Київ, 09 квіт. 2024 р.) / відп. ред. А. Г. Латигіна. – Київ : Держ. торг.-екон. ун-т, 2024. – 220 с.
ISBN 978-966-918-126-8
DOI: 10.31617/k.knute.2024-04-09

Тези вузівської студентської наукової конференції містять результати наукових досліджень, в яких висвітлено актуальні питання трансформаційних викликів у цифровому суспільстві.

Матеріали подано в авторській редакції. Відповідальність за зміст матеріалів несуть автори.

УДК 330–044.922:004

Відповідальна за випуск А. Г. Латигіна, доцент, завідувач кафедри іноземної філології та перекладу.

ISBN 978-966-918-126-8

ЗМІСТ

ГЛОБАЛІЗАЦІЙНІ ТА ЕКОНОМІЧНІ ВИКЛИКИ У ЦИФРОВОМУ СУСПІЛЬСТВІ

BALAZIUK Maria
Globalization of digital trade and its impact on the international economy 10

BILYK Alyona
How does artificial intelligence affect different areas of human life? 12

BUCHATSKA Kira
Internet marketing communications in promoting cultural and artistic events 16

DOLIA Kseniia
Application of psychological techniques in online sales 20

DYACHENKO Anastasiia, KRUPSKA Anastasiia
Globalization and the use of Digital Technologies in Tourism: Prospects and Challenges 22

ZADOROZHNA Anzhelika
The impact of artificial intelligence on the economy 25

ILNITSKA Anastasiia
The digital age: transformation, opportunity, and challenge 28

KORNIEVA Victoria
Business processes in a digital society: new e-commerce opportunities and its importance for Ukraine 31

LEVCHENKO Victoria
Globalization challenges in a digital society 34

LOBODA Maria
Digital future: economic challenges and globalisation trends 36

NOSAL Khrystyna
Transforming society in the digital age 37

PTITSYNA Anastasia
Prospects for the development of online trade in Ukraine..... 39

PCHELOVSKA Anna
Digital tools to improve intercultural communication..... 43

ROZUMETS Yana
The problem of cyber security as a consequence of the globalization of the educational process in the digital space..... 46

SAMCHUK Olga
Prospects for integrating artificial intelligence into business strategies 49

SYDORCHUK Yuliia
Economic challenges in the digital society..... 52

HANDOGA Mariia
Language and intercultural communication in the context of digitalization 54

Mir Sanjari Amina Sadat
Globalization and economic challenges in a digital society 56

МОВНА ТА МІЖКУЛЬТУРНА КОМУНІКАЦІЯ В УМОВАХ ЦИФРОВІЗАЦІЇ

ASMAKOVSKA Daria
Language evolution in social media 59

BEZPALA Anastasiia, KULYK Yuliana
The specifity of the interpretation of political discourse 61

GETMANENKO Anastasia
Political communication and its system 65

HRYSHKO Violetta
The realities of the digital economy: new opportunities and challenges for society and the state..... 67

DOLIA Kseniia
User generated content in business promotion 70

ZLATIEVA Mariia
The role of internet communication tools in developing intercultural competence 73

ZLATIEVA Paraskoviia
Internet discourse as a means of identity construction and social bonding 76

KAIKA Inna
A new approach to creating texts: multimodality in modern mass media discourse 79

KIRCHU Catherine
The role of ai in education: new opportunities and challenges..... 81

LOSIEVA Valeriia
Adapting online services and their marketing strategies to enter foreign markets..... 84

MAZUROK Angelina
Language and intercultural communication in the context of digitalization..... 86

MALYNKA Anastasiia
Digital trends in learning ukrainian by poles..... 88

MASLII Anastasiia
Social networks as a tool of intercultural communication..... 91

MIROSHNYCHENKO Svitlana
How political linguistics affects the psychology of citizens..... 94

NEREUTSKYI Nikita
Formation of academic integrity..... 97

OHNIANYK Anton
Globalization and economic challenges in the digital society 99

OLIINYK Vlada
Paradigmatic relations in the military vocabulary of BBC News 103

PERSHEHUBA Tetiana
Linguistic features of political communication in the digital age:
a comparative analysis of Ukraine and the united states 105

PISHCHANA Olena
Digital etiquette under development of information technologies 108

POZNIAKOV Denys
Media manipulation methods: analyzing their impact on public
opinion formation 111

ROZHKOVA Yuliia
The impact of ai on the labor market 113

SBEHAT Jomana Nimer
Unlocking the power of English: the global language phenomenon
in the digital age 115

SOROKA Tetiana
Linguistic aspects of translating socio-political texts 119

SUKHOMLYN Oleksandra
Research on communicative behavior and its political activity 123

TANASHCHUK Polina
Intercultural and digital communication in the age of digitization 126

TELENDII Anna
The role of artificial intelligence in cross-cultural communication 128

TSYHANOK Anna, SIDOROVA Diana, MARCHYNSKA Valeria
Digitalization impact on various aspects of our lives 130

KHYZHNIAK Viktoriia
Adaptation of language skills to the demands of digital reality
from traditional methods to online resources 133

SHKOVYRA Anastasiia
Use of technologies in development of intercultural dialogue
in a foreign language by virtual environment means..... 136

ОСВІТА І КАР'ЄРА У СВІТЛІ ЦИФРОВОЇ ТРАНСФОРМАЦІЇ: ПЕРЕОСМИСЛЕННЯ ТА АДАПТАЦІЯ

ANDRUSHCHENKO Sofia
The role of connectivism in the digital transformation
of education in Ukraine 141

BABAK Danylo
Changing educational paradigms: transition from traditional
to online education, blended learning personalized learning..... 143

VELYCHKO Sofia
Features of the use of artificial intelligence for educational
purposes in the context of digitalization..... 147

VOROBIOVA Valeriia
Digitization of education: problems and prospects..... 150

VOVKOTRUB Viktoriia
Implementation of digital innovations in healthcare: new horizons
for the education and careers of medical professional..... 152

HLYBOVETS Viktoriia
Usage of digital technologies in education: examples from different
countries 155

HORBACH Daryna
Technology and digital tools in ukrainian social work practice 158

HURIEIEV Kyrylo
The role of artificial intellingence in software engineering..... 160

DRYHA Maryna
Digital tools for mastering foreign languages 163

ZAVHORODNIA Diana
Using blockchain technologies in international trade: advantages and challenges 166

ZAKHAROVA Valeria, HRYTSENKO Anna
Impact of Digital Transformation on Education..... 169

IHNATOVYCH Oleksandra
Self-education and self-improvement in the digital age 172

LYTOVCHENKO Anna
The global impact of information technologies in career development and education in the modern world 174

LIUBARETS Daria
Apple's global education initiatives in today's educational landscape.... 177

MALOSHUK Yaroslav
Impact of the digital revolution on education and career 181

MARTYNOVA Hanna
The use of digital technologies in the professional activities of a lawyer 184

MOROZOVA Julia
Digital transformation of diplomacy 187

POMETIY Daria, NYZHNYK Kateryna
Blockchain technology in digital transformation 191

RYBACHOK Iryna
Artificial intelligence in the digital era..... 193

RUMYANTSEVA Polina
Personalized learning using artificial intelligence..... 196

SYDOROVA Yana
Carrier opportunities in the field of digital technologies..... 199

TIUTIUN Anastasiia
Digital transformation in education: exploring the impact of project-based online learning on skill development and professional preparation for it specialists..... 202

SHAPOVAL Anastasia
Museum communication in the context of digitalisation..... 204

SHEVCHENKO Sofiia
Remote work and distance leadership: strategies and tools for effectiveness 208

SHTURMAK Olexandra
Self-education of employees is the way to career growth in the time of digital transformation 211

FEDKEVYCH Oleksandr
The impact of artificial intelligence and automation on the labor market: new opportunities and challenges..... 213

YURIEVA Maria
Cybersecurity risks in digital financial reporting 216

ГЛОБАЛІЗАЦІЙНІ ТА ЕКОНОМІЧНІ ВИКЛИКИ У ЦИФРОВОМУ СУСПІЛЬСТВІ

BALAZIUK Maria,
Faculty of Trade and Marketing,
course II, group 7, specialty 075 "Marketing",
State University of Trade and Economics,
Kyiv, Ukraine

Scientific supervisor
Nikolska Nina,
PhD in Education, Associate Professor of the Department
of Foreign Philology and Translation, SUTE

GLOBALIZATION OF DIGITAL TRADE AND ITS IMPACT ON THE INTERNATIONAL ECONOMY

Globalization has significantly transformed the landscape of international trade and commerce, revolutionizing the way nations engage in economic activities. With advancements in technology, communication, and transportation, the world has become increasingly interconnected, resulting in an unprecedented expansion of global trade. [4] When the WTO launched in 1995 there were approximately 100 million computer users. While this may seem like a large number it falls well short of 1 percent of the global adult population at the time. This figure is now approaching 5 billion (approximately 80 percent of the adult population), an indication of the fundamental transformation of the global economy from one which was almost exclusively analog to one which is increasingly digital [1, c.1]. The rapid advancement of technology and the digital revolution have significantly transformed the way businesses engage in international trade, leading to increased efficiency, streamlined processes, and enhanced global connectivity. However, these advancements also bring forth new complexities, such as cybersecurity risks, data privacy concerns, and regulatory compliance issues [2].

For goods trade, the internet primarily acts as a trade facilitation tool. For services trade, it can act as both a facilitation tool and a direct means of delivering the service. In a recent review of the literature on the digital economy, Goldfarb and Tucker identify several channels through which

digital technology can facilitate trade. First, the internet decreases numerous costs such as those related to search, replication, transportation, tracking, and verification. Second, the low-cost communication associated with internet access can benefit both urban businesses via agglomeration effects and geographically isolated businesses by providing access to larger markets. Fernandes found that growth in internet usage in China led to significant export growth for goods at the firm level, highlighting the influential role that the internet has in facilitating business transactions. Gnangnon found similar results for services, noting that the internet has increased services export diversification globally. Focusing specifically on the relationship between geographic distance and the internet in trade, studies have found that online products (such as software, videos, music, and games) face smaller distance related costs, that the internet increases import sourcing from closer markets due to better information, and that it can decrease the trade-dampening effects of distance on goods trade [3].

Digital trade has several unique benefits beyond traditional gains from trade. Software trade helps to digitalize the economy, increasing efficiency and boosting productivity. Trade in digital media, such as subscriptions to foreign journals, promotes interconnectivity, communication, and the transmission of knowledge and innovation. Finally, digital marketplaces, such as app stores or freelance programming websites, foster inclusion by reducing trade barriers for small firms and women-led businesses [5].

The rise of e-commerce platforms has enabled MSMEs to sell their goods globally, contributing to the uptick in small parcel shipments. Direct-to-consumer sales through e-commerce also mean MSMEs are shipping individual items more often than bulk deliveries to retailers. [6,c.19] New digital trade routes are forming that are less bound by geography and more shaped by supply and demand. As more people join the digital economy, the flow of goods and services becomes more efficient, and companies become more flexible and resilient. This translates into making it more cost-effective for businesses to pursue international strategies [7, c.16].

Globalization has profoundly impacted international trade and commerce, presenting both opportunities and challenges. It has expanded market access, fostered economic growth, and fueled technological advancements. However, it has also raised concerns about inequality, environmental sustainability, and protectionism. To harness the benefits of globalization and mitigate its negative effects, governments, businesses, and international organizations must work together to promote inclusive and sustainable trade practices that benefit all stakeholders in the interconnected global economy [4].

REFERENCES

1. Phillip McCalman-E-Globalization and Trade Agreements, 2023 URL: https://papers.ssrn.com/sol3/papers.cfm?abstract_id=4506332

2. Global Trade and Economy Journal Volume 18, Issue 10, Rahmonov Jaloliddin-Digitalization in Global Trade: Opportunities and Challenges for Investment, 2023 URL: https://kluwerlawonline.com/journalarticle/Global+Trade+and+Customs+Journal/18.10/GTCJ2023043

3. Peter R. Herman, Sarah Oliver-Trade, policy, and economic development in the digital economy, 2023 URL: https://www.sciencedirect.com/science/article/abs/pii/S0304387823000901

4. Inductus Global- The Impact of Globalization on International Trade and Commerce, 2023 URL: https://www.linkedin.com/pulse/impact-globalization-international-trade-commerce-inductusglobal

5. Michele Ruta, Adam Jakubik- Why Digital Trade Should Remain Open, 2023 URL: https://www.imf.org/en/Blogs/Articles/2023/12/13/why-digital-trade-should-remain-open

6. World Trade Organization- Digital Trade for Development, 2023 https://www.wto.org/english/res_e/booksp_e/dtd2023_e.pdf

7. Alex Rolfe-How digital trade is reshaping the global economy, 2023 URL: https://www.paymentscardsandmobile.com/wp-content/uploads/2023/08/How-digital-trade-is-reshaping-the-global-economy.pdf

BILYK Alyona,
Faculty of Trade and Marketing,
course II, group 7, specialty 075 "Marketing",
State University of Trade and Economics,
Kyiv, Ukraine

Scientific supervisor
Nikolska Nina,
PhD in Education, Associate Professorof the Department
of Foreign Philology and Translation, SUTE

HOW DOES ARTIFICIAL INTELLIGENCE AFFECT DIFFERENT AREAS OF HUMAN LIFE?

Artificial intelligence (AI) is a branch of science and technology that focuses on the development of machines and systems that demonstrate

intellectual abilities similar to those naturally inherent in human intelligence [3]. It has many advantages: accuracy in data processing, the ability to quickly analyse large amounts of information, automation of tasks, availability of up-to-date data, etc. It also has the following disadvantages: misinformation, racism, sexism, privacy and security issues, lack of creativity, etc. Developers are constantly improving and correcting artificial intelligence errors to ensure their reliability, truthfulness, and efficiency.

It is hard to imagine modern life without the use of artificial intelligence, as it helps to solve complex problems and open up new opportunities and prospects for humans. AI is actively used in many industries, such as medicine, agriculture, manufacturing, retail, and more. Let's take a closer look at a few examples.

Artificial intelligence is actively used in the medical field. With this tool, doctors can quickly determine a person's diagnosis; analyse medical images and find pathologies; create new chemical formulas; select medications to treat a disease; and organise patient appointments. AI is used to detect diseases such as cancer, pneumonia, arrhythmia, colon polyps, etc. The use of Artificial intelligence greatly speeds up and facilitates the work of doctors, but it should be understood that this resource can fail at any time and make an incorrect diagnosis. Doctors need to carefully check the information provided by AI and use it with extreme caution, as human health and life depend on it. Medical professionals should trust only their professional knowledge and experience, using Artificial intelligence as an auxiliary, not the main resource.

In the financial sector, AI is used to create virtual assistants, for example, a virtual banker that will help users deal with a question or remind them of important payments. The neural network can offer different ways to solve various tasks (granting a loan to a client, opening a new branch, etc.) to minimise risks. Artificial intelligence analyses data quickly and thus has the ability to detect and neutralise criminal transactions. The neural network is used for financial analytics, customer solvency assessment, data analysis, complex mathematical calculations, etc. The development and implementation of innovative tools help to improve and facilitate people's lives and lead to major changes in financial activities.

Artificial intelligence plays an important role in the development of agriculture. AI can be used to automate routine tasks (watering and fertilising fields, harvesting); predict yields; detect plant diseases and pests; minimise the use of pesticides and fertilisers; provide accurate weather

data; and monitor the health and development of livestock. Artificial intelligence helps farmers to reduce labour costs, avoid risks and losses, increase efficiency, increase yields, and automate many processes.

In marketing, artificial intelligence tools are used to perform the following tasks: market research; forecasting consumer behaviour; pricing optimisation; competitor analysis; chatbot development; digital advertising and SEO implementation; email marketing management. Artificial intelligence greatly simplifies the work of marketers by providing them with up-to-date information, automating routine processes, helping them make decisions and create creative content. All of this leads to increased efficiency of marketing campaigns and stronger interaction with the audience.

Artificial intelligence tools are actively used in logistics to forecast consumer demand, plan supply chains, optimise warehouse operations, analyse data and create convenient routes and minimise costs. AI improves and automates transport operations, making them more efficient and safer.

Artificial intelligence is an indispensable tool in production activities. This innovation can facilitate many processes, such as: predicting equipment breakdowns; preventing failures; quality control; optimising supply chains; improving personnel safety; automating production processes; analysing the market and consumer behaviour; and improving customer service. These innovations make production processes more efficient, provide significant competitive advantages to manufacturing companies and help them adapt to changing market conditions and customer requirements.

In our daily lives, we actively use smart appliances to make our lives easier. Smart fridges can monitor the condition of food, control its temperature and humidity. Smart stoves and ovens automate the cooking process, recognise the type of food, and control the temperature and cooking time. Smart vacuum cleaners work independently, and the owner can control the cleaning process even when he or she is not at home. Smart assistants can control lighting, climate control, video cameras, and security systems from your phone. Thanks to these devices, we can control the consumption of resources, automate everyday tasks, take care of safety and make life comfortable. Smart technology is an indispensable assistant in everyday life.

AI is an innovative and modern tool used in every industry. It brings many benefits and makes people's lives easier. Artificial intelligence also has a number of disadvantages and risks that need to be addressed. If people start to actively use AI tools in their work, they may lose their professional skills and knowledge. Automation of all processes can lead to

job losses and unemployment. There is also a risk of hacker attacks that violate the security and privacy of personal and corporate data. The correctness of AI depends on the information base, and if it contains false data, it can lead to incorrect conclusions. These shortcomings need to be addressed to ensure that AI works reliably, safely, and efficiently.

Artificial intelligence is influencing the development of various industries: medicine, agriculture, logistics, marketing, etc. It has many advantages, such as data processing efficiency, task automation, the ability to analyse large amounts of information, personalisation of services, improved customer service, and much more. This opens up new opportunities and prospects for the development of human activity. We should not forget the main rule: AI is an auxiliary tool, not the main one, and it cannot replace humans, as it cannot think critically, analyse information in detail, know important nuances, offer creative ideas, and understand consumer needs. Artificial intelligence is a useful technology that will increase the efficiency and productivity of businesses, enhance their competitiveness, and make people's lives easier.

REFERENCES

1. Застосування ШІ у сфері сільського господарства: від розумного фермерства до забезпечення сталого майбутнього. URL: https://dominion-over-ai.com/application-of-shi-in-the-sphere-of-the-rural-th/
2. Тренди ШІ: як штучний інтелект вплине на фінансову сферу. URL:https://speka.media/trendi-si-yak-stucnii-intelekt-vpline-na-finansovu-sferu-vmjkzv
3. Тріумф та загрози штучного інтелекту – як нейромережі впливають на наше життя і як вони законодавчо регулюються. URL: https://cityhost.ua/uk/blog/triumf-ta-zagrozi-shtuchnogo-intelektu-yak-neyromerezhi-vplivayut-na-nashe-zhittya-i-yak-ce-zakonodavcho-regulyu-tsya.html#the-top-5-major-failures-of-AI
4. Штучний інтелект у виробництві: переваги та приклади застосування. URL:https://wezom.com.ua/ua/blog/shtuchniy-intelekt-u-virobnitstvi-perevagi-ta-prikladi-zastosuvannya
5. Штучний інтелект (ШІ) в маркетингу. URL: https://careers.group107.com/uk/blog/shtuchnij-intelekt-shi-v-marketingu/
6. Штучний інтелект в медицині: чи загрожують інновації правам людини? URL: https://www.helsinki.org.ua/articles/shtuchnyy-intelekt-v-medytsyni-chy-zahrozhuiut-innovatsii-pravam-liudyny/

7. Якими корисними функціями наділяє побутову техніку штучний інтелект. URL: https://vencon.ua/ua/articles/vliyanie-iskusstvennogo-intellekta-na-bytovuyu-tehniku

8. Як використовувати ChatGPT та інші інструменти ШІ у галузі транспорту та логістики. URL: https://wezom.com.ua/ua/blog/yak-vikoristovuvati-chatgpt-ta-inshi-instrumenti-shi-u-galuzi-transportu-ta-logistiki

BUCHATSKA Kira,
Faculty of Trade and Marketing,
course I, group 7, specialty 075 "Marketing",
State University of Trade and Economics,
Kyiv, Ukraine

Scientific supervisor
Berezova Lidiia,
PhD in Pedagogy, Senior Lecturer of the Department
of Foreign Philology and Translation, SUTE

INTERNET MARKETING COMMUNICATIONS IN PROMOTING CULTURAL AND ARTISTIC EVENTS

The problem of marketing promotion of cultural and artistic services in social and cultural activities focused on the phenomenon of local culture is relevant in today's society. Cultural and artistic events have a powerful positive impact on community development, strengthening social cohesion and preserving cultural heritage, stimulating economic growth by attracting tourists. It is also essential for promoting cultural exchange. As a form of tourism, artistic events help people to find their way around, maintain morality and well-being, and contribute to local economic development [3]. With the increasing competition in other market sectors cultural institutions and arts organizations must use effectively marketing communications to capture the attention of audience and increase their visibility and appeal. During martial law it is quite difficult to organize events of this type and draw people's attention to them, but it is marketing and the use of information and communication technologies that can allow us to attract a large number of visitors to these events.

Digital technologies play a key role in the promotion of cultural and artistic services, namely through targeted advertising, audience interaction through websites, YouTube channels, social media, email, landing pages, search engines, and the use of AI (artificial intelligence) to optimize processes and create virtual tours and exhibitions in museums, and other innovative methods of promotion. Thanks to information and communication technologies cultural and artistic organizations can attract new supporters and engage audience of all ages and geographies.

Websites are effective tools for online promotion because they provide access to information for a wide audience regardless of location or time of a day. There are different ways to use websites to promote cultural and artistic events: 1) creating your own website for the event (it can be a simple website with information about the event, a photo gallery, and a registration or ticket booking form); 2) publishing information about events in event calendars; 3) sending press releases about the event to local media; 4) mailing to users who have filled out a registration form.

Social networks provide an opportunity to communicate with audience, receive feedback and reviews, interact with potential event participants. The media is an effective communication channel that allows you to attract a large audience and encourage its participation in events.

Table 1

Examples of informing and advertising cultural events through social media

Name of the social network	Examples
Facebook	Atelier of Dreams exhibition at the National Center "Ukrainian House" [6]. Information about the event was published on the museum's website, and Facebook Stories were used to publish photos and videos from the exhibition; a chatbot was created to answer users' questions.
Instagram	Drawings from life at Ya Gallery in Kyiv and Lviv [7]. These events are held every Saturday. They are represented by posts, stories, and Reels (a video format on Instagram lasting up to 1 minute).
X (Twitter)	This social network is used to share short updates about the event. The use of relevant hashtags allows it to attract a large audience. The "Underground Standup" is the largest standup project in Ukraine [5]. Information about events, photos and videos are published on the under_standup page.

Name of the social network	Examples
Telegram	It is one of the most popular social media platforms in Ukraine, offering a wide range of features that can be used to promote events, such as channels, groups, and chat bots, which creates a high level of user engagement. "Cinema Club on Spasskaya", a cultural event held every Sunday, information about it can be found in the Telegram channel created for these events [1]. This channel also cooperates with other channels to spread the word.
Tik Tok	It is a video platform, which makes it an ideal place to promote cultural and artistic events and services. Tik Tok is also known for its trends. The Ivan Franko National Academic Drama Theater posts short video announcements of performances [4].
YouTube	Another video platform that offers a wide range of options for informing about an event, including video uploads, live broadcasts, advertising, and much more. For example, Courage is a monthly city event. Videos of artists' performances and lectures held during the event can be viewed on the platform. Announcements of upcoming events and raffles are posted in the format of video content [2].

Artificial intelligence (AI) can be an important tool for marketers to increase the effectiveness of marketing communications in promoting cultural and artistic events:

– AI can analyze data about users, their preferences, interests, and online behavior to create personalized content that attracts attention and encourages interaction with cultural and artistic organizations;

– trend forecasting by analyzing large amounts of data to identify future trends in the consumption of cultural and artistic services, which helps to prepare for them and adapt marketing strategies of organizations providing such services;

– AI can be used to automate communications with the audience through chatbots, emails, social media, etc., which allows you to interact effectively with a large number of customers without significantly increasing resources;

– virtual reality (VR) and augmented reality (AR): AI can be used to develop immersive virtual tours of museums, galleries, and other cultural institutions, allowing audiences to join events and exhibitions even from a remote distance;

– analyzing data on the results of marketing campaigns, measuring their effectiveness and developing recommendations for choosing the most effective communication tools for online promotion.

Thus, information and communication technologies in the marketing of enterprises and organizations offering cultural and artistic services help to ensure effective and accessible communication with the target audience. By using AI to analyze attendance data from these events, organizations can optimize their communication strategies to promote their services more effectively. Platforms such as social networks, websites, and other communication elements are becoming an integral part of marketing communication strategies for promotion and provide unique opportunities for audience interaction with content about events and activities.

REFERENCES

1. Кіноклуб на Спаській/ [Електронний ресурс]. – Режим доступу: https://t.me/filmclubspaska_street
2. Кураж / [Електронний ресурс]. – Режим доступу: https://www.youtube.com/@KurazhBazar
3. Мистецькі івенти в соціокультурній діяльності: феномен локальної культури / [Електронний ресурс]. – Режим доступу: https://elib.nakkkim.edu.ua/bitstream/handle/123456789/5348.pdf?sequence=1&isAllowed=y
4. Національний театр Франка / [Електронний ресурс]. – Режим доступу: https://www.tiktok.com/@frankotheatre?_t=8l3uYnfAhBG&_r=1
5. Підпільний Стендап / [Електронний ресурс]. – Режим доступу: https://twitter.com/under_standup
6. Сучасний міждисциплінарний національний центр ділового та культурного співробітництва / [Електронний ресурс]. – Режим доступу: https://www.facebook.com/ukrdim
7. Я Галерея Артцентр Павла Гудімова/ [Електронний ресурс]. – Режим доступу: https://www.instagram.com/yagallery/

DOLIA Kseniia,
Faculty of Trade and Marketing,
course III, group 12, specialty 075 "Marketing",
State University of Trade and Economics,
Kyiv, Ukraine

Scientific supervisor
Buchatska Iryna,
Associate Professor, PhD in Economics
Department of Journalism and Advertising, SUTE

APPLICATION OF PSYCHOLOGICAL TECHNIQUES IN ONLINE SALES

In the modern world of digitization in general and personalization of each client, the level of interest in the subject of the psychology of online sales is growing. This type of psychology plays a key role in interacting with consumers, as it helps to identify their needs, motivations and digital behavior.

It is the understanding of psychological aspects that allows you to communicate more effectively with customers, influence their decisions and create more successful distance sales strategies.

The topic of the psychology of successful sales is quite popular among scientists. Thus, certain aspects of this topic were described in their writings by such well-known personalities in the field of business management and psychologyas: Dale Carnegie, Jordan Belfort, Daniel Pink, Robert Cialdini and others. Despite the fact that the topic of sales psychology has been considered by scientists and practitioners for quite a long time, it remains relevant, just like online sales themselves.

Thus, one of the foundations of sales psychology in general is psychological techniques that are used during the online sales procedure at its various stages. It should be noted that there are a large number of such methods, but the author of this work singled out the most effective methods, in her opinion.

Demonstration of the practical use of the product is one of the most effective methods in online trading. Consumers are always more interested when they are shown how to use products. Instead of a standardimage of the product on a white-background, it is more effective to show it in various life scenarios, but shooting under studio light also services an appropriate option.

Such an approach is necessary and useful to apply in all areas for all goods and services in online trade and not only [1].

One of the effective psychological techniques of successful sales is the visualization method. According to a study conducted by the University of Minnesota, it has been proven that the human brain processes images 60,000 times faster than text. So, for example, if the process of online sales includes several stages and a discussion of data, statistics, pros and cons of the product, it is recommended to a company the entire process with a presentation. This technique will be especially relevant when selling any service online, as real numbers and indicators of the product's effectiveness's in visual perception can create a persuasive effect. Also, some experts recommend involving designers to create attractive product visuals [3].

The principle of social proof can also serve as a key mechanism for successful online sales, as the influence of influencer marketing is now most felt in the fields of digital advertising and commerce. This social-psychological phenomen on was discovered a long time age and works as follows: when an authoritative person chooses a certain product or service, his supporters tend to believe that such a product may-also be suitable for them. The humanneed to be similar to others and to ensure their pensively, sometimes they are guided only by emotions and "blindly" choose a product online [2].

So, when creating a text as a persuasive tool, it is worth using various elements of social proof, such as customer reviews, excepts from advertising campaigns of experts and influencers, links to partners and integrations etc.

Summarizing the above, it can be concluded that psychological techniques play an important role in the stages of online sales and determine the consumer's opinion regarding the decision to purchase a product. Companies and brands mistake into account the psychological aspect of influence when developing sales strategies for their goods and services.

REFERENCES

1. Kyrylova S. Psychological techniques that will help increase the level of sales. BLOG. *Business. Area. Business news.* URL: https://business.rayon.in.ua/news/349991-psihologichni-priiomi-iaki-dopomozhut-pidvishchiti-riven-prodazhiv-blog (date of access: 21.03.24)

2. Psychology of copywriting. 14 techniques to increase sales using text. *Genius Space.* URL: https://genius.space/lab/14-tehnik-perekonlivogo-kopirajtingu-dlya-zbilshennya-prodazhiv/ (date of access: 22.03.24)

3. 8 sales techniques that will help close the deal. *Laba.* URL: https://laba.ua/blog/3352-8-priemov-prodazh-kotorye-pomogut-zakryt-sdelku(date of access: 22.03.24)

DYACHENKO Anastasiia,
KRUPSKA Anastasiia,
Faculty of Restaurant, Hotel and Tourism Business,
course II, group 12, specialty 242 "International Tourism",
State University of Trade and Economics,
Kyiv, Ukraine

Scientific supervisor
Kokhan Olena,
Senior Teacher at the Department
of Foreign Philology and Translation, SUTE

GLOBALIZATION AND THE USE OF DIGITAL TECHNOLOGIES IN TOURISM: PROSPECTS AND CHALLENGES

The tourism industry has undergone significant changes over time, driven by the spread of globalization and the rapid development of computer technology. These two wonders have come together to create both opportunities and challenges for today's tourism.

Globalization and tourism are interconnected marvels that have advanced essentially in later decades. Globalization refers to the expanding interconnectivity and interdependency of nations and societies due to advances in innovation, communication, transportation, and exchange. Tourism, on the other hand, proceeds to put individuals from one place into another for relaxation, diversion, commerce, or other purposes. While globalization has contributed to tourism growth by expanding opportunities for less demanding travel and social commerce, tourism has in turn contributed to the spread of globalization by connecting people, societies, and economies around the world.

The rise of the Internet and information and communication technologies (ICT) has revolutionized the tourism industry by transforming

many tourism services into easily accessible and tradable online products. Travel information is now king, with a whopping 68.2% of consumers turning to the Internet for details on their next adventure. This digital marketplace allows them to research everything from recreation options and potential destinations to pricing and travel maps. But the impact goes beyond information gathering; the Internet has allowed travellers to book flights, hotels, tours, and experiences directly online, arranging the entire travel planning process.

According to a study conducted by Skift, a travel industry insights stage, 83% of respondents expressed that advanced change may be a need for their organization. The study also uncovered that tourism businesses are contributing to innovation to progress their client involvement, streamline operations, and boost income.

Digital innovations, such as virtual reality (VR), platforms, devices, and content creation tools, are driving the development of immersive experiences in the travel industry. Thanks to virtual reality, people have the opportunity to replace personal experiences with virtual ones, which may lead to the fact that "real" travel will become the prerogative of wealthy travellers. Meanwhile, less affluent people are likely to prefer traveling in virtual reality, which is easily accessible and reproducible.

As the tourism industry proceeds to grasp computerized advances and adjust to the strengths of globalization, it faces both prospects and challenges. On the one hand, the development of computerization provides opportunities for improved customer interaction, personalized management, and operational efficiency. Virtual reality and other exciting technologies have the potential to democratize travel, making them more open to people with changing financial implications.

On the other hand, the integration of computerized innovations and the impacts of globalization raise concerns about social conservation and moral views. The increasing connections brought about by globalization can lead to the monotony of society and the destruction of existing cultures. In addition, the natural consequences of expanding travel and asset utilization pose serious challenges for the industry.

Let's take a closer look at some of the changes that tourism has undergone due to globalization and the development of digital technologies:

- Impact on travel agencies: The internet has challenged the traditional role of travel agencies, with many travellers now preferring the convenience and potentially lower costs of booking online. However, travel agencies can adapt by offering specialized services, curated itineraries, and expert advice for more complex trips.

- The rise of online travel platforms: Websites and apps like TripAdvisor, Booking, and Expedia have become major players in the industry, offering comparison shopping, reviews, and bundled travel packages.
- The power of social media: social media platforms like Instagram and travel blogs inspire travel dreams and provide user-generated content that showcases destinations in an authentic way.
- The growth of the sharing economy: Platforms like Airbnb and VRBO have disrupted the traditional hotel market, offered unique accommodation options, and fostered a more immersive travel experience.

To explore these complexities, the tourism industry must strike a balance between grasping innovative headways and protecting social reality and natural maintainability. Mindful tourism, moral rules and collaborative endeavors among partners are crucial to guaranteeing that the benefits of globalization and computerized advances are saddled while moderating their potential negative impacts.

REFERENCES

1. Вплив факторів глобалізації на розвиток міжнародного туризму – туристична бібліотека InfoTour.in.ua. URL: https://infotour.in.ua/voronin.htm (дата звернення: 24.03.2024).

2. *Державний торговельно-економічний університет / Київський національний торговельно-економічний університет.* URL: https://knute.edu.ua/file/MjIxNw==/1e130a9a234f9c322b04f8fdbb3fb104.pdf (дата звернення: 24.03.2024).

3. Tourism and Globalisation. *Drishti IAS*. URL: https://www.drishtiias.com/blog/tourism-and-globalisation (date of access: 24.03.2024).

4. Martínez R. F. Digital Transformation in Tourism Industry. URL: https://www.linkedin.com/pulse/digital-transformation-tourism-industry-roberto-fraga-martínez (date of access: 24.03.2024).

ZADOROZHNA Anzhelika,
Faculty of Economics, Management and Psychology,
course II, group 1, specialty "Bussiness Economics",
State University of Trade and Economics,
Kyiv, Ukraine

Scientific supervisor
Zaytseva Iryna,
PhD in Philology, Associate Professor of the Department
of Foreign Philology and Translation, SUTE

THE IMPACT OF ARTIFICIAL INTELLIGENCE ON THE ECONOMY

In today's digital age, the integration of artificial intelligence (AI) into various aspects of the economy has significantly influenced the way businesses operate and economies function. AI, with its ability to analyze vast amounts of data and perform tasks that traditionally required human intelligence, has emerged as a transformative force, offering both opportunities and challenges for economic growth.

One of the most noticeable impacts of AI on the economy is its role in enhancing productivity and efficiency across industries. Through machine learning algorithms and automation, AI can streamline processes, optimize resource allocation, and reduce operational costs for businesses. This increased efficiency not only boosts output but also improves competitiveness, allowing companies to innovate and expand their market presence. "The AI capabilities most likely to have been embedded in businesses include robotic process automation (39%), computer vision (34%), NL text understanding (33%), and virtual agents (33%). Moreover, the most commonly adopted AI use case in 2022 was service operations optimization (24%), followed by the creation of new AI-based products (20%), customer segmentation (19%), customer service analytics (19%), and new AI-based enhancement of products (19%)" [3].

Furthermore, AI has revolutionized decision-making processes by providing valuable insights and predictive analytics based on data analysis. Businesses can leverage AI-driven insights to make informed strategic decisions, identify market trends, and forecast demand with greater accuracy. This proactive approach enables companies to adapt to changing market conditions more effectively and capitalize on emerging opportunities.

Moreover, AI has the potential to create new job opportunities and transform existing roles in the workforce. While some fear that automation

driven by AI may lead to job displacement, others argue that it can augment human capabilities and create new avenues for employment. For example, AI-driven technologies such as chatbots, virtual assistants, and robotic process automation have created demand for skilled professionals in data science, machine learning, and software development. Look at the diagram 1 [3].

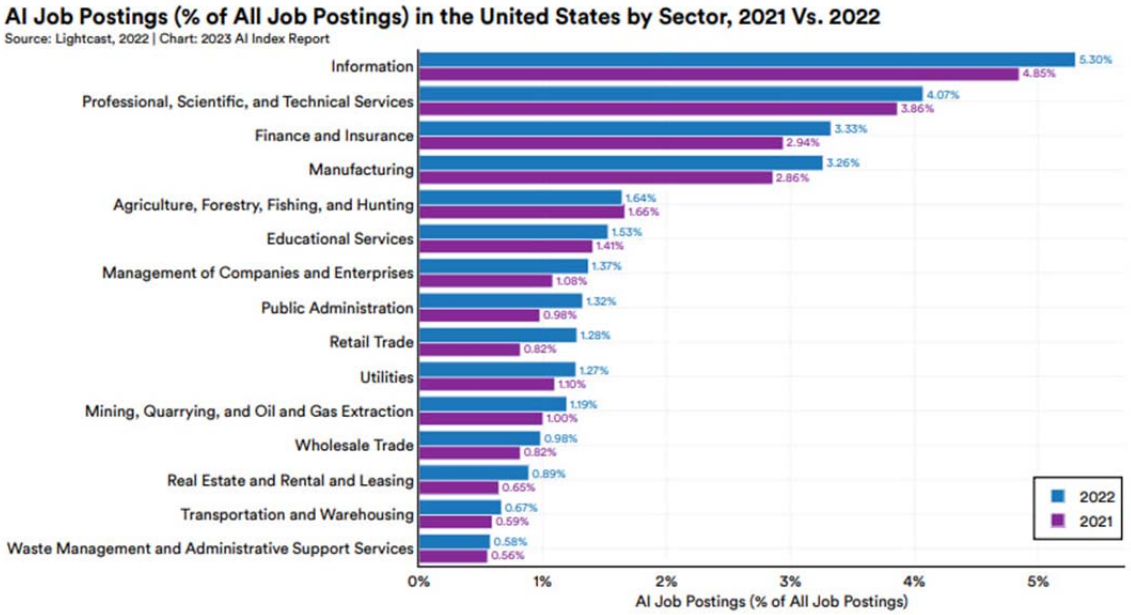


Diagram 1

However, despite its potential benefits, the widespread adoption of AI also presents challenges and concerns for the economy. One such concern is the unequal distribution of the benefits of AI-driven growth, leading to widening income inequality and socioeconomic disparities. Additionally, there are ethical and regulatory concerns surrounding AI, such as data privacy, algorithmic bias, and the impact on labor markets, which require careful consideration and proactive measures from policymakers. "According to the AIAAIC database, which tracks incidents related to the ethical misuse of AI, the number of AI incidents and controversies has increased 26 times since 2012. Some notable incidents in 2022 included a deepfake video of Ukrainian President Volodymyr Zelenskyy surrendering and U.S. prisons using call-monitoring technology on their inmates. This growth is evidence of both greater use of AI technologies and awareness of misuse possibilities" [3].

According to the latest report, the contribution of intelligent technologies to the global world GDP is estimated at 15.7 trillion dollars. According to experts' forecasts, this indicator is due to AI by 2030 will

grow by another 14%. At the same time, the increase in productivity will account for up to 7 trillion dollars, and on growth consumption – more than 9 trillion dollars. According to PwC, in the next 5-10 years a leader in successful exploitation and adaptation of AI technologies will be China. It is assumed that by 2030 his GDP may be 26% higher average global indicator. North America also has significant potential, which is likely to show about 14% in addition to GDP. Western Europe yet lagging behind [1, chapter 57].

In conclusion, the impact of artificial intelligence on the economy is profound and multifaceted. While AI offers tremendous opportunities for enhancing productivity, driving innovation, and creating new job opportunities, it also poses challenges related to inequality, ethics, and regulation. Addressing these challenges requires a balanced approach that leverages the benefits of AI while mitigating its risks, ultimately ensuring inclusive and sustainable economic growth in the digital age.

The development of artificial intelligence can not only change the business, but also modify the format of the country's competition in the world market [2, chapter 58].

REFERENCES

1. Андрощук Г.О. Штучний інтелект: економіка, інтелектуальна власність, загрози. Теорія і практика інтелектуальної власності. 2021. № 2. С. 56–74. DOI: https://doi.org/10.33731/22021.236555

2. Yershova, O.L., & Bazhan, L. I. (2021). Shtuchnyi intelekt – tekhnolohichna osnova tsyfrovoi transformatsii ekonomiky [Artificial Intelligence as the Technological Basis of the Digital Transformation of Economy]. Statystyka Ukrainy – Statistics of Ukraine, 3, 47–59. Doi: http://194.44.12.92:8080/jspui/handle/123456789/6096

3. Measuring Trends in Artificial Intelligence. Standford University. URL: https://aiindex.stanford.edu/report/

ILNITSKA Anastasiia,
Faculty of Trade and Marketing,
course II, group 2, specialty 035 "Philology",
State University of Trade and Economics,
Kyiv, Ukraine

Scientific supervisor
Kokhan Olena,
Senior Teacher of the Department
of Foreign Philology and Translation, SUTE

THE DIGITAL AGE: TRANSFORMATION, OPPORTUNITY, AND CHALLENGE

In today's digital society, significant changes are observed in all parts of life, caused by the rapid development of digital technologies. One of the main challenges is the large amount of digital data that is generated and processed every second. Effective management, analysis and storage of this data is becoming critical for companies and government organizations. The high importance of digital data also leads to cybersecurity and data privacy risks.

The rapid development of technology leads to the automation of many types of work, which can affect the requirements for the skills and knowledge of employees. At the same time, it creates new opportunities for career development in the field of information technology and digital marketing.

The digitalized society also creates new economic models, such as e-commerce and the sharing economy. These models allow people to make purchases and perform services in an online environment, and to exchange resources and services with other users through digital platforms.

It is important for businesses to adapt to the digital reality by developing digital strategies and investing in technologies that will help them remain competitive in the digital environment. This may include developing mobile applications, using analytical tools to learn about customer data, and implementing interactive interfaces and artificial intelligence to improve the user experience.

It is also important to consider the ethical aspects of digitization, including issues of data privacy and cyberbullying. With the development of digital technologies, the need to ensure the protection of personal data and maintain digital security is increasing.

Let's consider some examples of these transformational challenges and their consequences for modern society.

- Electronic commerce (e-commerce) – a field of the digital economy, which includes all financial and commercial transactions conducted using computer networks and the business processes associated with conducting these transactions. For example, the platforms of Amazon, eBay and Alibaba allow users from all over the world to purchase a variety of products online with convenience and speed.
- The sharing economy – a model of the economy allows individuals and groups to make money from their underused assets, their free time, or both. For example, the Airbnb and Uber platforms allow users to rent out their homes and cars to other people.
- Mobile applications – the process of creating software applications that run on a mobile device, and a typical mobile application utilizes a network connection to work with remote computing resources. For example, banking apps allow customers to check account balances and make financial transactions from their smartphones.
- Analytical tools. Companies primarily use analytics tools to track their progress and to anticipate and solve problems. For example, retail companies can use data about customer purchases to improve their marketing strategies and product offerings.
- Changing the way of creating content. In a digitalized society, people increasingly prefer online platforms to consume a variety of content such as videos, music, books and news. For example, streaming services such as Netflix and Spotify provide access to a large amount of content for a subscription or a certain fee for each viewing or listening. This has changed the way people consume entertainment content and created new opportunities for content creators and media companies.
- Development of e-commerce. With the growth of the Internet, e-commerce has become increasingly popular, allowing people to shop online. For example, e-commerce platforms such as Amazon and Alibaba provide convenient access to a wide range of goods and services via the Internet. This allows consumers to make purchases from anywhere and at any time, which has made the purchasing process more convenient and accessible.

However, along with the growth of digital capabilities come ethical questions. The issues of data privacy and cyberbullying are becoming increasingly relevant, and it is important to develop mechanisms to protect personal information and ensure digital security. Thus, the effective digitalization of society must be accompanied by appropriate measures to ensure the privacy and security of users.

It is also important to consider the social consequences of digital transformation, such as the emergence of new forms of inequality and unequal access to digital technologies. For example, people who do not have access to the Internet or lack sufficient digital literacy may be left behind in the digital society. Therefore, it is important to develop strategies for inclusion and ensuring access to digital opportunities for all segments of the population.

In general, transformations in a digitalized society require constant learning, adaptation and innovation in order to effectively use new opportunities and reduce the risks associated with digital technologies.

REFERENCES

1. Analytics Tools: What, How, and Why. URL: https://www.hypergene.com/resources/blog/analytics-tools-what-how-and-why

2. Cambridge Dictionary | English Dictionary, Translations & Thesaurus. Cambridge Dictionary | English Dictionary, Translations & Thesaurus. URL: https://dictionary.cambridge.org

3. Digitalization and Society. URL: https://library.oapen.org/bitstream/id/711234ff-e1dd-47f2-9a19-6fea5dc8407c/external_content.pdf

4. E-commerce development – key steps, facts and tips. URL: https://software supp.com/blog/ecommerce-development.

5. Sharing Economy: Model Defined, Criticisms, and How It's Evolving. URL: https://www.investopedia.com/terms/s/sharing-economy.asp

KORNIEVA Victoria,
Faculty of Economics, Management and Psychology,
course I, group 13, specialty 073 "Management",
State University of Trade and Economics,
Kyiv, Ukraine

Scientific supervisor
Likarchuk Liubov,
Associate Professor, Department of Foreign Philology and Translation
State University of Trade and Economics, SUTE

BUSINESS PROCESSES IN A DIGITAL SOCIETY: NEW E-COMMERCE OPPORTUNITIES AND ITS IMPORTANCE FOR UKRAINE

Modern business processes are a complex set of tasks, procedures, and operations, all components of which are fundamentally updated or subject to modernization under the influence of dynamic changes in the external environment. At the same time, digital technologies and tools that can significantly improve and optimize the company's systems are important catalysts for such transformations in modern conditions [1].

The e-commerce market shows great promise for both commercial development and increased efficiency. However, this is an extremely difficult environment for entrepreneurs and enterprises, especially those working in the traditional segment for a long time [1].

Digitalization of business and the popularization of online platforms open up new opportunities for buyers and sellers and allow trading on conditions that are unlimited geographically and in time. In particular, due to the COVID-19 pandemic, e-commerce has become even more relevant and necessary. Modern e-commerce is not only an opportunity to buy goods and services on the Internet, it is a full-fledged business that develops daily [2].

The Law of Ukraine "about Electronic Commerce" defines e-commerce as a relationship aimed at making profits arising during the commission of transactions for the acquisition, modification, or termination of civil rights and obligations carried out remotely using information and communication systems, resulting in the participants of such relations have rights and obligations of a property nature [3].

Thus, the term "e-commerce" can be defined as one that is used to describe the transactions of purchase and sale of goods, services, information,

or any other value carried out by electronic means of communication and Internet technologies [4].

E-commerce provides a convenient and affordable way to buy and sell goods and services online. In addition, e-commerce opens up new opportunities for companies and consumers, such as instant access to a large number of goods and services, the ability to compare prices and characteristics, make purchases from anywhere in the world, and receive personalized advertising and offers [2].

E-commerce is one of the most revolutionary achievements of the Internet era. The scale of e-commerce has grown significantly over the past few years and will continue to grow. This growth will be accompanied by e-commerce trends and the development of digital technologies that require a focus on consumer expectations.

New technologies are both a challenge and an opportunity for e-commerce companies. While new technologies such as block chain, artificial intelligence, and virtual and augmented reality provide e-commerce companies with new opportunities to improve customer service, they also require companies to invest in new infrastructure and skills to realize their full potential.

Another area of e-commerce is Q-commerce, also known as Quick Commerce. The essence of the concept is fast and convenient delivery, sometimes in a few minutes. This trend has gained popularity due to the growing demand of consumers for immediate access to goods. As this trend is gaining momentum, expect more and more companies to take steps such as collaborating with local delivery services and investing in logistics [4].

According to forecasts, in the coming years, devices with voice control will contribute to the implementation of transactions for large amounts. To adapt to the growing trend of voice commerce, modern entrepreneurs need to find the ability to optimize pages with information about products for common voice search commands [4].

A common trend of e-commerce development is automation, which can become a key element in the e-commerce market. Already, more than half of companies around the world use software and various tools for automation [4].

As consumers become more active on climate change, more and more companies will be forced to develop sustainable development initiatives. Whether it is environmentally friendly packaging or the use of suppliers who place climate as a priority, finding ways to be more sustainable will be a key trend in the future [4].

Using artificial intelligence to personalize offers and analyse data helps businesses attract and retain customers, and optimize inventory and

logistics management processes. Augmented reality (AR) and virtual reality (VR) allow consumers to interact with products and services more immersive, which is especially relevant for sectors where the visualization of goods is important, for example, in the furniture or fashion industries [4].

E-commerce, though widely used throughout the world, is a relatively new form of economic activity for Ukraine. Obstacles to the development of e-commerce in Ukraine are cybersecurity risks, fraud, and distrust of the population of online stores, underdeveloped infrastructure, and lack of state support. However, our country has great potential for the development of e-commerce due to the human resources and entrepreneurial abilities of the young population, as well as the development of domestic science and technology [5].

The introduction and development of e-commerce in Ukraine is an important step in the development of the country's economy. It certainly has a positive impact, which is expressed in reducing costs and improving the efficiency of business processes, creating and developing new markets and opportunities, as well as intensifying the economic activity of enterprises in the national market in international market. Thanks to e-commerce, companies have the opportunity to use marketing research and market analysis more effectively, respond quickly to changes in demand and supply, increase sales, and ensure the availability of their products and services to consumers [5].

E-commerce is becoming an integral part of modern business and has a huge potential for development in Ukraine. New technologies and innovative approaches in e-commerce open up wide opportunities for enterprises of any scale. In particular, they enable businesses to acquire new customers, broaden their sales market, enhance sales efficiency, and offer convenient and rapid access to goods and services.

REFERENCES

1. Козяр, В. Б. (2023, June). Реінжиніринг бізнес-процесів на підприємствах електронної комерції в умовах діджиталізації. In *Науково-практичні конференції кафедри ПТЛ (Економіка підприємства: теорія та практика: Всеукр. студент. наук.-практ. Інтернет-конф. та Підприємництво та торгівля: сучасний стан і перспективи розвитку: Міжнар. наук.-практ. конф.)* (No. XII (20-21 квіт.), pp. 87-89).

2. Стежко, Н., & Шевчук, О. (2023). Тенденції розвитку світової електронної комерції в умовах діджиталізації бізнесу. *Цифрова економіка та економічна безпека*, (5 (05), 20-25. DOI: https://doi.org/10.32782/dees.5-3

3. України, З. (2015). Про електронну комерцію. *Відомості Верховної Ради (ВВР)*, (45), 675-19.

4. Стендер, С. В., Лисак, О. І., & Лук'яненко, Н. Е. (2023). Розвиток електронної комерції та її вплив на цифрову економіку. *Академічні візії*, (24). URL: https://academy-vision.org/index.php/av/article/view/619

5. Подра, О. П., А. В. Рогожинська. «Особливості розвитку електронного бізнесу в умовах становлення цифрової економіки.» *Менеджмент та підприємництво в Україні: етапи становлення і проблеми розвитку,* 2023, 224-235. URL: https://science.lpnu.ua/sites/default/files/journal-paper/2023/sep/31280/menedzhment-228-239.pdf

LEVCHENKO Victoria,
Faculty of Trade and Marketing,
2nd year, 8th group, specialty 075 "Marketing",
State University of Trade and Economics,
Kyiv, Ukraine

Scientific supervisor
Nikolska Nina,
PhD in Education, Associate Professor of the Department of Foreign Philology and Translation, SUTE

GLOBALIZATION CHALLENGES IN A DIGITAL SOCIETY

In a digital society, globalization and economic challenges take on new dimensions and forms. Digital divisions and changing jobs: Digital technologies such as artificial intelligence, robotics, and process automation are changing the labor market. On the one hand, they create new opportunities for efficiency and innovation in business, and on the other hand, they can lead to the automation of many jobs, especially those that require routine actions. This can cause social and economic challenges related to unemployment and labor market instability. Digital inequality: Unequal access to digital technologies can deepen differences between and within countries. In developed countries, access to the Internet and digital services may be high, while in developing regions or among less advantaged groups, it may be limited. This can lead to deepening economic and social inequalities. Cybersecurity: In a digital society, cybersecurity threats are becoming increasingly serious. Cyberattacks can cause serious material damage, compromise data privacy and security, and undermine

trust in digital systems and infrastructure. Data and privacy: The collection and use of personal data in the digital society is becoming a subject of discussion and controversy. On the one hand, the use of this data can help improve services and solve complex problems. On the other hand, it can violate users' privacy and jeopardize their security. Regulation and legal environment: The rapid development of digital technologies requires effective legal regulation. It should protect the rights and freedoms of citizens, regulate digital platforms and companies, and promote innovation and competition in the market.

These challenges require a comprehensive approach and joint efforts by governments, businesses, civil society and international organizations to ensure the sustainable development and positive impact of the digital society. Only through cooperation and innovation can we find answers to these complex challenges.

Ukraine faces all these challenges, but also has unique opportunities. The country has a high level of education and a developed IT sector. This can become the basis for developing the digital economy and overcoming the challenges of globalization.

Here are some of the possible solutions to these problems: Investing in digital infrastructure and education: This will help Ukraine catch up with developed countries and create new opportunities for people. Support for small and medium-sized businesses: SMEs can be the engine of economic growth in Ukraine. Developing digital literacy: This will help people to critically evaluate information and counter disinformation. Cooperation with other countries: Ukraine can cooperate with other countries to address common challenges, such as cybersecurity and the changing nature of work.

Globalization and digitalization create new opportunities and challenges for Ukraine. The country has a high potential for developing a digital economy, but it needs to invest in digital infrastructure and education, support small and medium-sized businesses, develop digital literacy, and cooperate with other countries.

REFERENCES

1. URL: https://www.worldbank.org/en/topic/digitaldevelopment/overview
2. URL: https://www.oecd.org/digital/
3. URL: https://www.unescap.org/sites/default/d8files/knowledge-products/Digital%20technologies%20for%20climate%20change%20adaptation%20in%20Asia%20and%20the%20Pacific.pdf
4. URL: https://thedigital.gov.ua/

LOBODA Maria,
Faculty of Trade and Marketing,
course II, group 20, specialty 076 "Entrepreneurship,
Trade and Exchange Activities",
Kyiv,Ukraine

Scientific supervisor
Nikolska Nina,
PhD in Pedagogy, Associate Professor of the Department, SUTE

DIGITAL FUTURE: ECONOMIC CHALLENGES AND GLOBALISATION TRENDS

Globalisation is an ongoing process of business developing a wide network of international ties and relations, flow of information, technology and resources between different regions, setting up production in different countries in the world. As experts at Velocity Global write: "Globalisation allows companies to find lower-cost ways to produce their products. It also increases global competition, which drives prices down and creates a larger variety of choices for consumers. Lowered costs help people in both developing and already-developed countries live better on less money" [1]. They also note that access to different markets and cultures helps businesses to make more profits and thus lower the price even more. Spread of technology allows for enhancing the overall quality of life for an average person in the entire country where a transnational company operates. This also lowers the reasons for war between countries, because everyone is involved in doing business together and it makes little to no sense to disrupt product chains and break already made agreements that bring profit to each side [2].

At the same time, there’s challenges and cons related to the globalisation process. Among them is danger of local small business being completely pushed out of the market by big transnational corporations with vast resource and ability to deflate prices and completely ruin local entrepreneurs: "The policies permitting globalisation tend to advantage companies that have the resources and infrastructure to operate their supply chains or distribution in many different countries, which can hedge out small local businesses" [3]. But even rich countries suffer from globalisation by moving jobs out of their high-cost country elsewhere, where it is much cheaper to hire labour. Because of this process people in rich countries lose jobs and have to look for new ways of employing themselves. And the increase in economic growth is unequal too: a richer

country with a strong economic potential will benefit much more from globalisation than a developing country, where mass production (often bad for the environment) is moved.

All these implications demonstrate to us that globalisation is a complex and ambiguous process. But it is inevitable as the world is developing more and more ties and technological progress moves forward. Holding a balance between complete globalisation and protection of the domestic economy is vital for all countries in the world.

REFERENCES

1. Globalization Benefits And Challenges (2023). Velocity Global. Available at: https://velocityglobal.com/resources/blog/globalization-benefits-and-challenges/

2. How global expansion mitigates a recession's impacts (2019). Venture Beat. Available at: https://venturebeat.com/business/how-global-expansion-mitigates-a-recessions-impacts/

3. How Globalization Works: Pros and Cons of Globalization (2022). MasterClass. Available at: https://www.masterclass.com/articles/how-globalization-works-pros-and-cons-of-globalization

NOSAL Khrystyna,
Faculty of Trade and Marketing,
course II, group 11, specialty 075 "Marketing",
State University of Trade and Economics,
Kyiv, Ukraine

Scientific supervisor
Nikolska Nina,
PhD in Education, Associate Professor of the Department
of Foreign Philology and Translation, SUTE

TRANSFORMING SOCIETY IN THE DIGITAL AGE

In an era defined by technological advancement and digital innovation, society undergoes constant transformation, shaping and reshaping the way individuals interact, communicate, and conduct themselves. As we navigate the complexities of this digital landscape, it becomes increasingly crucial to explore the ethical implications of

technological advancements and to devise policy frameworks that promote responsible innovation while safeguarding fundamental values and human rights.

This thesis explores the ethical considerations surrounding the digital age. It will examine specific issues and their impact on society. The goal is to identify potential solutions that can help us navigate this new landscape in a responsible and equitable way.This research ultimately seeks to contribute to a more informed and responsible use of technology in our evolving society. The digital age has ushered in a period ofgreatchange, affectingnearly every aspect of human life. From the way we communicate and work to how we access information and learn, digital technologies are reshaping our societies. One of the most notable aspects of the digital transformation is its impact on communication and information sharing. The internet has democratized access to information, enabling individuals from diverse backgrounds to connect, collaborate, and exchange ideas on a global scale. Social media platforms, in particular, have empowered individuals to participate in public discourse, mobilize for social and political causes, and hold institutions accountable for their actions. However, the proliferation of misinformation, echo chambers, and online harassment has also raised concerns about the integrity of digital communication and its potential to exacerbate social divisions. For example, Social media has come a long way since its inception. Early platforms like SixDegrees.com and Friendster paved the way for modern-day giants like Facebook and Twitter. Launched in 2004, Facebook quickly became a global phenomenon, reaching a staggering 2.91 billion monthly active users by 2021. Twitter followed suit, creating a platform for real-time communication and reshaping how we consume news and share our thoughts.

In the digital age, the widespread use of artificial intelligence is having a major impact, as it is increasingly modernising and expanding the range of tasks. The IMF has predicted that technological developments could lead to almost 40% of jobs globally being replaced by artificial intelligence, and in more developed countries, the figure could reach 60%. The effects are expected to be more pronounced in advanced economies than in emerging markets, partly because office workers are considered to be more risk-averse than workers performing physical labour. Moreover, the digital age has revolutionised the way healthcare is delivered and managed. Telemedicine, wearable devices and health tracking apps have enabled people to monitor their health and access care remotely. Artificial intelligence and machine learning algorithms are revolutionising medical diagnostics, drug discovery and personalised treatment plans, leading to

more accurate and efficient health outcomes. However, concerns about data privacy, algorithmic bias, and the digital divide persist, highlighting the need for ethical guidelines and a regulatory framework to govern the use of digital technologies in healthcare.

Conclusion: The digital age has profoundly transformed society, revolutionizing how we communicate, conduct business, and govern. As we've explored, embracing digital literacy and ensuring equitable access to technology are crucial steps.

REFERENCES

1. The Impact of Digital Technologies | United Nations
2. Redefining Communication: The Transformational Impact of Social Media on Human Interaction – English Plus Podcast
3. https://www.volynnews.com/news/all/shtuchnyy-intelekt-mozhe-zaminyty-do-40-robochykh-mists-u-sviti-mvf/

PTITSYNA Anastasia,
course II, group 21, specialty 076 "Entrepreneurship, trade and exchange activity",
State University of Trade and Economics,
Kyiv, Ukraine

Scientific supervisor
Zvarych Iryna,
Doctor of pedagogical sciences, professor,
Professor of the Department of Foreign Philology and Translation, SUTE

PROSPECTS FOR THE DEVELOPMENT OF ONLINE TRADE IN UKRAINE

Introduction The Ukrainian e-commerce market continues to grow despite the war. In 2023, its volume amounted to UAH 151 billion, which is 17% more than in 2022. This trend is likely to continue in 2024, and the growth rate may be even higher. Of course, the competition in e-commerce is also growing every year. According to Deloitte survey data in Ukraine, an important trend was observed on the eve of the war: a two-fold predominance of growth rates online over offline. And this trend only

intensified due to the consequences of the pandemic. The e-commerce market has grown nearly threefold since 2016, and analysts predict it will double over the next five years.

Consumer electronics and apparel had the best prospects for increasing sales through the online channel.

The five most developed sectors of Ukrainian e-commerce also included furniture and household goods, cosmetics and perfumery, as well as goods for children. At the same time, medicines and food products have become relatively new categories on the market with good potential for growth.

As calculated by the online marketing agency Promodo, 82.6% of the market was occupied by marketplaces – Rozetka, Prom.ua, epicentrk.ua, Bigl, Zákupka and Allo. Next come large stores – 14.8%. Among them: Comfy, Foxtrot, Citrus, Eldorado, MOYO and others.

The impact of war on online trading

On the eve of the war, a trend was observed: a two-fold dominance of online growth rates over offline, which only intensified due to the consequences of the pandemic.

After a near-total shutdown of online sales in the first weeks of the war, retailers gradually adjusted logistics, moved warehouses and adjusted to changes in demand. However, the full recovery of the sector began only in the summer of 2022.

According to Prom.ua marketplace, the number of online orders in March 2022, compared to last year, decreased by 63%. However, already in June this indicator almost recovered and amounted to 93%.

Electronics and household appliances

One of the most promising segments has suffered almost the biggest losses. Including due to disruption of logistics and destruction of warehouse stocks during shelling, such as Foxtrot's central warehouse in Gostomel.

After the start of the war, the demand decreased 5-10 times for everything that cannot be taken with you on the road – these are televisions, large household appliances, built-in appliances. The demand for what you can take with you (smartphones, tablets, various gadgets, power banks, etc.) has remained.

Clothes and shoes

Another promising segment of e-commerce also suffered big losses due to logistics breakdowns and the inability to import goods that did not belong to critical imports. So, the import of clothes and shoes decreased by almost 60%. In addition, since the beginning of the war, the stores of several large international operators, including Inditex (brands Zara, Bershka, Pull&Bear, Stradivarius) and H&M, have been closed.

Food

In the conditions of a full-scale war, Ukrainians buy more promotional goods, stock up on groceries and drinking water, according to data from the food delivery service Zakaz.ua. At the end of March, work was resumed and only with courier delivery. The number of orders fell, but the average check increased significantly. However, now more consumers buy products in the store, and study offers and prices on the Internet.

Building materials

Sellers of building materials have suffered as much from active hostilities as most Ukrainian retailers.

In the Epicenter network, sales fell by more than 30% in March compared to last year, but the dynamics began to improve in the following months.

Almost all major players began to resume online stores only in May 2022.

E-commerce trends 2024

Mobile shopping

Mobile e-commerce already has long been an integral part of the Ukrainian e-commerce market. In 2024, this trend will continue and more and more purchases will be made via mobile devices.

Commerce through social networks

Directly for the sale of goods and services has been gaining popularity in recent years. It's fast and convenient for the buyer, and at the same time simple and cheap for the seller – it takes months to get an online store to the top, and you can develop an Instagram profile very quickly.

Voice shopping

The method of making purchases on the Internet with the help of voice input, allows buyers to make purchases without breaking away from their affairs.

In Ukraine, voice shopping is already used by some stores.

Influence marketing

A way to buy products that combines watching YouTube, Twitch, Facebook Live and more. During live streaming, buyers can learn more about products and services by watching other people use them.

According to Business Insider, influencer marketing spending will reach $15 billion in 2024. According to Coresight Research, purchases from live streaming services will reach $25 billion in 2024.

Marketing automation

The use of software to automate routine tasks of marketing campaigns (e-mail distribution, publication in social networks and advertising management).

This allows brands to increase the efficiency and productivity of their marketing efforts, as well as improve personalization and customer segmentation.

The marketing automation market is expected to reach $8.42 billion in 2024.

Feedback

Technology that allows you to receive feedback and evaluations from participants in business processes in real time.

Thanks to this technology, it is possible to quickly identify problems and implement changes that improve quality, productivity and customer satisfaction.

Chat bots

Chat bots can be used by companies for various purposes: providing information, consulting, customer support and sales. They can help companies improve communication efficiency, reduce costs and improve customer satisfaction.

A large number of Ukrainian companies now use bots, as it is a very simple, low-cost and effective tool for interacting with the audience.

Augmented reality

Technology augmented reality or AR (augmented reality) allows you to add virtual objects to the real world.

Augmented reality not only makes advertising spectacular and viral, but brings mutual benefits to the buyer and business owners, and can be used to improve the shopping experience.

Clothing and cosmetics brands are using AR to allow customers to try on products from the comfort of their homes.

This trend has been entering the Ukrainian market for several years, but it has not yet gained super-mass importance in our country.

Conclusion

Ukraine is now one of the most digitalized e-commerce.

A widespread scheme of Direct-to-Consumer work, where companies sell their products directly to consumers without intermediaries

Social commerce is actively used in social networks, it is possible to make purchases through mobile applications, paying them through Apple Pay, Google Pay, mobile banking, etc.

However, there are several areas of e-commerce development that Ukrainian business representatives still need to work on:

Personalization based on artificial intelligence – a technology that allows using artificial intelligence, machine learning and data analysis, which increases personalization, loyalty and customer satisfaction;

Omni channel – an approach that provides a seamless and integrated shopping experience across all channels of communication and interaction with the brand, including the website, mobile application, social networks, offline stores, etc.

Therefore, the implementation of modern global trends in e-commerce is a priority task.

REFERENCES

1. Топ-15 крупнейших ритейлеров в украинском e-commerce – рейтинг | Украинский Совет Торговых Центров.

[Електронний ресурс] – Режим доступу: https://www.ucsc.org.ua/ru/top-15-najbilshyh-rytejleriv-v-ukrayinskomu-e-commerce-rejtyng/

2. Що чекає на український e-commerce у 2024 році: розбираємо ключові тренди. Асоціація ритейлерів України The profile association of retail market players. [Електронний ресурс] – Режим доступу: https://rau.ua/novyni/ukr-e-commerce-2024-trendi/ (дата звернення: 04.04.2024).

PCHELOVSKA Anna,
Faculty of Restaurant, Hotel and Tourism Business,
course II, group 9, specialty 242 "Hotel and Restaurant Business",
State University of Trade and Economics,
Kyiv, Ukraine

Scientific supervisor
Kokhan Olena,
Senior Teacher of the Department of Foreign Philology
and Translation, SUTE

DIGITAL TOOLS TO IMPROVE INTERCULTURAL COMMUNICATION

In today's world, where digital technologies are central to all aspects of life, intercultural communication is of particular importance. Digital tools and social media are transforming the way people from different parts of the world communicate and interact with each other. Online communication platforms such as online translators, video conferencing and social media, interactive language platforms are improving intercultural communication

while contributing to the development of mutual understanding and support for cultural diversity.

Digital tools are becoming not only a means of exchanging information, but also a bridge connecting people from different cultural and linguistic backgrounds. Their role in promoting mutual understanding and fostering positive perceptions of cultural differences is more important than ever before.

Digital technologies affect every aspect of our lives, from the way we consume information to the way we interact with the world around us. They are transforming our everyday lives by providing us with access to an infinite amount of knowledge and opportunities.

These technologies help us stay in touch with family and friends, regardless of distance, and open up opportunities for new forms of collaboration and collective action that were previously impossible.

In the world of digital communication, we have the opportunity to interact with different cultures and languages, understanding the diversity of the world's heritage and supporting cultural interaction. So, let's take a look at some of the main types of tools for digital intercultural communication:

1. Interactive language platforms. Interactive language platforms, such as Duolingo and Rosetta Stone, are important tools for learning a language and improving language skills in an intercultural context. They offer a playful approach to language learning that engages users from different cultures. For example, participating in language exercises and group projects on these platforms helps people learn to communicate in different cultural contexts and understand important aspects of cultural diversity.

2. Online translators and language assistants. Online translators, such as Google Translate, provide the ability to quickly translate texts and conversations between languages. These tools facilitate intercultural communication by allowing people to exchange ideas and information even when they do not share a common language. However, it is important to remember that translation accuracy can vary, so it is recommended to check the translation results to avoid misunderstandings.

3. Video conferencing and virtual platforms. Over the past few years, video conferencing has become an integral part of international communications. They provide an opportunity to communicate face-to-face with people from other cultures, promoting mutual understanding and joint initiatives. Virtual platforms, such as online forums or social media groups, allow for the creation of communities to share opinions and experiences, which fosters cultural interaction and cooperation.

4. Social media and cultural interaction. Social media has become an important tool for cultural interaction and understanding. They allow people from different cultures to share thoughts, ideas, photos and videos, which helps build positive relationships and support cultural diversity.

Social networks have a significant impact on the development of intercultural communication, as they create a platform for global communication and information exchange between people from different cultural backgrounds. Thanks to social media, people can easily communicate, share their thoughts and experiences, and learn about the cultural characteristics of other nations. In addition, social media is also an effective tool for promoting tolerance and understanding between cultures. Digital technologies are undoubtedly transforming our modern lives, affecting all areas of activity and ways of communication. Thanks to them, we are becoming more connected, informed and able to interact with the world around us in ways that previously seemed impossible. One of the key aspects of the impact of digital technologies is the expansion of communication opportunities. We can now communicate not only with people in our region, but also with people around the world, bringing cultures closer together and expanding our horizons. This opens up new opportunities for collaboration, learning and cultural exchange.

However, it is important to remember that along with all these benefits, digital technologies also have their challenges, such as data privacy, information security and the digital divide between different groups in society. Therefore, it is important to develop and use these technologies responsibly and ethically.

In summary, digital technologies are an integral part of our modern life, affecting us in all areas. Their development and use have great potential to improve the quality of life and create a more coherent and connected world.

REFERENCES

1. Dalia Prakapienė, Romas Prakapas. The Impact of Social Media on Intercultural Communication [Electronic resourse]. – URL: https://www.researchgate.net/publication/311535510_The_Impact_of_Social_Media_on_Intercultural_Communication

2. Yunina Olha. Digital tools in foreign language teaching [Electronic resourse]. – URL: https://repository.sspu.edu.ua/server/api/core/bitstreams/78d01a3a-6c22-4e45-9180-d474b0c22679/content

3. Nandha Kumar. Embracing Cultural Diversity in the Digital Age: A Global Tapestry of Connectivity [Electronic resourse]. – URL: https://in.linkedin.com/in/nandha-kumar-547a88223?trk=article-ssr-frontend-pulse_publisher-author-card

ROZUMETS Yana,
Faculty of Trade and Marketing,
course II, group 11, specialty 025 "Marketing",
State University of Trade and Economics,
Kyiv, Ukraine

Scientific supervisor
Nikolska Nina,
PhD in Education, Associate Professorof the Department
of Foreign Philology and Translation, SUTE

THE PROBLEM OF CYBER SECURITY AS A CONSEQUENCE OF THE GLOBALIZATION OF THE EDUCATIONAL PROCESS IN THE DIGITAL SPACE

The educational environment is an artificially constructed system, the structure and components of which contribute to the achievement of the goals of the educational process. It is appropriate to talk about the educational environment as the surrounding environment relative to the intellectual components of the pedagogical system – components that are endowed with natural or artificial intelligence. The educational environment has a multifactorial impact on the subjects of the educational process, changing both in time and space.

As defined by the Law "On the Basic Principles of Cybersecurity of Ukraine" [2], "cyberspace is an environment (virtual space) that provides opportunities for communication and/or implementation of social relations, formed as a result of the functioning of compatible (connected) communication systems and provision of electronic communications using the Internet and/or other global data transmission networks". Attention is drawn to the fact that cyberspace is defined by a variety of connections, which at the same time puts it in the category of a risk zone. All the growing size, reach, and functionality increase the capabilities of law-abiding citizens and hostile players alike. Problems that seem local can grow and spread quickly, creating threats and systemic risks. Vulnerability in cyberspace is real, serious, and growing rapidly. Critical infrastructure, intelligence, communications, command and control, trade and financial operations, logistics, disaster relief and emergency preparedness are all dependent on networked IT systems. Cyber security breaches, data and intellectual property theft know no borders. They affect everything from personal information to state secrets.

The law distinguishes the concept of cyber security as the protection of "vital interests of a person and citizen, society and the state during the use of cyberspace." At the international level, a number of definitions of this concept are used, however, taking into account the fact that training is a type of activity, one can agree with the approach according to which cyber security is considered as "any activity in a networked, digital form, including the content of information and the activities performed through digital networks" [4].

The range of dangers from open cyberspace is constantly expanding. If ten years ago, the dangers for students could be reduced to a relatively small number of groups – virus attacks, cybercrime, the dangers of Internet surfing – now the variety of dangers and threats is constantly growing, affecting all possible actions of a person on the network. The greatest threat to the participants of the educational process is hidden active dangers.

Active use of networks, especially by children and young people, is accompanied by an increase in various types of threats coming from the network. This problem is especially acute when developing and using social networks. The most active hidden threats (for children) originating from the computer network can be represented by the following classification: virus attacks, cybercrime (spamming, carding, phishing, botnets, etc.), threats from network surfing (cyber-bullying, "adult" content, illegal content, online violence, disclosure of private information, paid services, etc.) [1].

Threats coming from networks can be divided into the following types: active and passive, open and hidden, current and delayed. Using an ergonomic approach and methodology, it is possible to assess active hazards as a hierarchical set of indicators:

• one integrated (complex) indicator – the level of danger due to the action of the computer network; the indicator is a dimensionless value included in the top-level system estimates;

• three group indicators – the level of danger caused by viral attacks; cybercrime and Internet surfing. Indicators are dimensionless values and are at the average level of system evaluations;

• a set of individual indicators of a group of one or a set of threats; indicators are also dimensionless quantities and correspond to the classification of lower-level systems [1].

Given the provisions of the Law of Ukraine "On the Basic Principles of Ensuring Cyber Security of Ukraine" [2], the field of education is not one of the critical sectors that this Law aims to protect. However, today's pupils and students can work in those fields in a short time. Therefore, they

already need protection and appropriate training today, as well as an understanding of the general possible cyber security target groups.

The main method of protection against social engineering methods is the training of the subjects of the educational process. All of them should be warned about the dangers of disclosing personal and confidential information, as well as ways to prevent data leakage. In addition, everyone, depending on their place and function in the educational process, should have instructions on how and on what topics they can communicate with outsiders regarding personal characteristics, what information can be provided to the technical support service, how and what information can inform the participant of the educational process to third parties and mass media workers.

It is necessary to conduct introductory and regular training of employees and students, aimed at improving information security knowledge. Conducting such briefings will allow you to have up-to-date data on existing methods of social engineering, as well as not to forget the basic rules of information security. It is mandatory to have safety regulations, as well as instructions, to which the user must always have access. The instructions should describe the actions of the victim in the event of a particular situation. For example, the regulation can prescribe what to do and where to go when a third party tries to request confidential information or credentials. Users' computers should always have up-to-date anti-virus software and a firewall should be installed.

In general, the problems of cyber security are not limited to technical aspects of protection of information resources, they should fully include the following types of protection: legal, technical, informational, organizational and psychological. At the moment, it is expedient to highlight the role of psychological means of ensuring cyber security, since the population as a whole, and especially children and young people, increasingly become the objects of cyber attacks, the most vulnerable (weak) link of the network.

REFERENCES

1. Биков В. Кібербезпека в цифровому навчальному середовищі [Електронний ресурс] / Валерій Биков. – 2019. – Режим доступу до ресурсу: https://www.researchgate.net/publication/332716122_KIBERBEZPEKA_V_CIFROVOMU_NAVCALNOMU_SEREDOVISI.

2. Закон № 2163-VIII "Про основні засади забезпечення кібербезпеки України" (Відомості Верховної Ради), № 45, с. 403, 2017.

3. Савчук Т. Соціальна інженерія: як шахраї використовують людську психологію в інтернеті [Електронний ресурс] / Т. Савчук. – 2018. – Режим доступу до ресурсу: https://www.radiosvoboda.org/a/socialna-inzhenerija-shaxrajstvo/29460139.html.

4. Cyber security in a digital learning environment [Електронний ресурс]. – 2019. – Режим доступу до ресурсу: https://journal.iitta.gov.ua/index.php/itlt/article/view/2876.

SAMCHUK Olga,
Faculty of Economy, Management and Psychology,
course II, group 11, specialty 073 "Management",
State University of Trade and Economics,
Kyiv, Ukraine

Scientific supervisor
Zaytseva Iryna,
PhD in Philology, Associate Professorof the Department
of Foreign Philology and Translation, SUTE

PROSPECTS FOR INTEGRATING ARTIFICIAL INTELLIGENCE INTO BUSINESS STRATEGIES

In the modern world, the conditions under which enterprises operate in various sectors are constantly changing. This leads to the emergence of new challenges and threats for organizations, requiring them to be flexible and adaptable to change. Analyzing large volumes of information and making numerous management decisions in conditions of uncertainty become necessary. Organizational changes are an important component of successful development for any enterprise in the contemporary world.

Clearly, as digital technologies become increasingly essential for the successful operation of enterprises, artificial intelligence (AI) plays a key role in shaping business strategies. Progress in AI and data processing technologies opens up myriad opportunities for enterprises to improve efficiency, enhance customer experience, and create competitive advantages. Various trends and forecasts exist regarding the integration of AI into digital business strategies. According to experts' forecasts, the next stage of AI development will be the era of Strong AI [1].

Eurostat provides data on the trends in the adoption of artificial intelligence technology for the year 2021, indicating that large enterprises used AI more than small and medium-sized ones. In EU countries, 8% of enterprises with 10 or more employees used at least one AI-based technology, 4% used two, and 2% used at least three [2].

The consequences of using artificial intelligence in strategic management and other business processes implemented by companies have become one of the key factors for maintaining their competitiveness or even survival in the crisis conditions of Ukraine. As the use of artificial intelligence becomes increasingly evident for optimizing internal business processes, the issue of investing in the development of this field becomes more relevant. Additionally, the extraordinary situation in the market forces companies to change their goals and even business models, stimulating the search for new approaches to optimizing limited resources in the short term and becoming more flexible in anticipating the unforeseen impacts of the external environment.

However, when utilizing artificial intelligence, it is important to consider its specific aspects, particularly data quality, security, and confidentiality. Companies must ensure that the data on which machine learning is based are accurate, reliable, and free from biases.

Artificial intelligence is one of the leading technologies with limitless potential. In the modern world, some of the most effective ways to use it include data collection, generation, and processing, as well as predictive analytics. These tools prove particularly useful for tactical and strategic planning, as well as in mass production systems. The use of artificial intelligence is gradually evolving to optimize current business processes, each of which offers various advantages from speeding up data processing to enhancing customer satisfaction and increasing revenue [3].

Most of the advantages derived from using artificial intelligence can be objectively measured, simplifying the process of evaluating investment effectiveness by focusing on key business performance indicators. However, there are also qualitative benefits, such as customer satisfaction and increased morale among employees.

Forecasting further integration of AI into digital business strategies, one can expect increased interest from enterprises in these technologies, as well as a rise in the number of innovative solutions and products in the market. According to ShiStrategies research, a crucial requirement for successful AI integration remains understanding how these technologies can be used to achieve specific business goals and ensure operational efficiency. This can help creatively address customer issues in a more effective and insightful manner [4].

In summary, AI tools provide valuable opportunities for managing enterprise competitiveness, leading to cost reduction, increased productivity, optimization of management decision-making processes, agility, and the ability to rapidly respond to changes in both external and internal environments, as well as business process optimization. With the right approach to utilizing artificial intelligence in strategic management alongside other innovations in various business models, it is possible to increase the profitability of company operations, including the optimization of limited resources. Improvement in machine learning technologies will enable fundamental competitive advantages for sustainable business development, even in market crisis conditions, and facilitate the subsequent adaptation of the enterprise to change.

REFERENCES

1. B. Khomych. Analysts at the International Data Corporation predict that by 2027, more than 40% of the world's work roles will be affected by generative AI. URL: https://nv.ua/ukr/opinion/ekspert-rozpoviv-chogo-chekati-vid-shi-u-2024-roci-50386530.html

2. In 2021, 8% of businesses in the EU with 10 or more employees and the self-employed used at least one of the following Ais URL: https://ec.europa.eu/eurostat/statistics-explained/index.php?title=Use_of_artificial_intelligence_in_enterprises#Enterprises_using_artificial_intelligence_technologies

3. Some of the most standard applications of AI are machine learning, cybersecurity, customer relationship management, web search, and personal assistants. URL: https://www.businessnewsdaily.com/9402-artificial-intelligence-business-trends.html

4. Strategically integrating artificial intelligence into your business operations can revolutionize decision-making processes and propel you ahead in the competitive market landscap. URL: https://esoftskills.com/the-impact-of-ai-on-business-strategy-the-ultimate-guide/

SYDORCHUK Yuliia,
Faculty of Trade and Marketing,
course II, group 8, specialty "Marketing",
Kyiv, Ukraine

Scientific supervisor
Nikolska Nina,
PhD in Education, Associate Professor of the Department,
State University of Trade and Economics

ECONOMIC CHALLENGES IN THE DIGITAL SOCIETY

Digital technologies are rapidly changing the world, creating new opportunities and challenges for society. Globalization and the economy are two aspects that are particularly affected by digital technologies.

The method of this report is research and analysis of globalization and economic challenges that society faces in the age of digital technologies.

• Impact of digital technologies on employment: Digital technologies are automating many tasks that used to be done by humans, leading to job cuts in some industries. However, at the same time, digital technologies are also creating new jobs in other industries, such as information technology, e-commerce and online education.

• Economic inequality: Digital technologies can increase economic inequality because people who have access to these technologies can gain more opportunities than those who do not. This could lead to a widening of the gap between the rich and the poor.

• International trade: Digital technologies make international trade easier and more accessible. This can lead to increased trade and economic growth.

• Innovations: Digital technologies stimulate innovation, as they enable the creation of new products, services and business models [1; 2].

SWOT analysis:

Table 1

Strengths	Weak sides	Opportunities	Threats
• Increased productivity • Creation of new jobs • Stimulation of innovations • Increasing access to information	• Job cuts • Economic inequality • Cybercrime • Risk of misuse of personal data	• Development of the digital economy • Improving the qualifications of the workforce • Changing gender inequality • Improving access to education and health care	• Growing unemployment • Deepening of economic inequality • Cyber war • Political instability

Recommendations:

• Invest in education and training: This will help people adapt to changes in the labor market and acquire the new skills needed to work in the digital economy.

• Promote digital infrastructure: This will help people access and use digital technologies to improve their lives.

• Take action to reduce economic inequality: This may include progressive taxation, investment in social programs, and other policies.

• Create rules to regulate digital technologies: This will help protect people from cybercrime, misuse of personal data and other risks [2].

Conclusions: Digital technologies create both new opportunities and new challenges for society. It is important to take steps to maximize the opportunities and minimize the challenges so that digital technologies can benefit everyone.

REFERENCES

1. Government finance statistics manual 2014. Washington D.C.: International Monetary Fund, 2014. 470 p. URL: https://www.imf.org/external/Pubs/FT/GFS/Manual/2014/gfsfinal.pdf

2. Hanson J.A., Honohan P., Majnoni G. Globalization and National Financial Systems: Issues of Integration and Size. Globalization and National Financial Systems / ed. by Hanson J.A., Honohan P., Majnoni G.Washington D.C., New York: The World Bank; Oxford University Press, 2003. 296 p.

3. The Economist Expresso. No more romance on the Levant: Lebanon’s debt crisis. Economist Intelligence Unit. March 9, 2020. URL: https://espresso.economist.com/a596c69468e85ae53014c825e9079543

4. Walker A. New warning on global economic slowdown. BBC News. 21.11. 2019. URL: https://www.bbc.com/news/business-50502021

5. World Trade Organization. Appellate Body. URL: https://www.wto.org/english/tratop_e/dispu_e/appellate_body_e.htm

HANDOGA Mariia,
Faculty of Trade and Marketing,
course IV, group 1, specialty 035 "Philology",
State University of Trade and Economics,
Kyiv, Ukraine

Scientific supervisor
Zaytseva Iryna,
PhD in Philology, Associate Professorof the Department
of Foreign Philology and Translation, SUTE

LANGUAGE AND INTERCULTURAL COMMUNICATION IN THE CONTEXT OF DIGITALIZATION

The rapid advancement of digital technologies has profoundly transformed the landscape of language and intercultural communication, reshaping the ways in which individuals and societies interact, communicate, and exchange ideas. This thesis explores the multifaceted implications of digitalization on language use, cultural exchange, and intercultural communication, examining both the opportunities and challenges presented by the digital era.

This work sheds light on the key aspects of digitalization's impact on language and intercultural communication, focusing on understanding the role of technology in shaping contemporary intercultural dialogue and linguistic landscape in the online environment. The research provides insights into modern trends in digital communication and highlights the importance of fostering inclusive and culturally rich online spaces amidst the ongoing digital transformation.

In the digital age, digital platforms and social media have become powerful tools for linguistic convergence, facilitating the dissemination of languages across borders and fostering linguistic diversity. This section investigates the role of digital technologies in promoting multilingualism, language revitalization, and the preservation of minority languages, while also exploring the challenges of linguistic hegemony and standardization in online communication spaces.

Digitalization has led to the emergence of new forms of cultural hybridization and exchange, as individuals and communities engage in cross-cultural interactions on digital platforms. This section examines the impact of digital media on cultural identity, representation, and cultural production, exploring how digital technologies shape cultural practices, values, and perceptions in globalized contexts.

Despite the benefits of digitalization, online intercultural communication is often fraught with challenges, including issues of cultural misunderstanding, misinterpretation, and digital divides. This section analyzes the complexities of intercultural communication in digital environments, addressing the role of language barriers, cultural norms, and technological affordances in shaping online interactions and cross-cultural engagement.

Navigating the complexities of language and intercultural communication in the digital era requires the development of effective strategies and skills. This section explores practical approaches for fostering digital literacy, intercultural competence, and ethical communication practices in online environments, emphasizing the importance of empathy, cultural sensitivity, and critical thinking in digital communication contexts.

In conclusion, the digitalization of communication has both revolutionized and challenged traditional notions of language and intercultural communication. By examining the dynamic interplay between digital technologies, language use, and cultural exchange, this thesis underscores the need for continued research, dialogue, and innovation in the field of digital communication studies, with the aim of fostering inclusive, equitable, and culturally rich online environments.

REFERENCES

1. Blommaert, J. (2010). The sociolinguistics of globalization. Cambridge University Press. https://www.cambridge.org/core/books/sociolinguistics-of-globalization/6A394CC8645B1BF34C56147896739121

2. Castells, M. (2001). The Internet galaxy: Reflections on the Internet, business, and society. Oxford University Press. https://academic.oup.com/journals/pages/most-read-in-history-new?campaignid=21060314149&adgroupid=159046500883&adid=692055116316&gad_source=1&gclid=CjwKCAjw_LOwBhBFEiwAmSEQAUZpbyAm1DmaQXmmdRQZGzfnKuD49sjgshSUcM6MBlF5xjv0Lp--lhoCJYwQAvD_BwE

3. Crystal, D. (2011). Internet linguistics: A student guide. Routledge. https://search.worldcat.org/title/internet-linguistics-a-student-guide/oclc/747914180

4. Harrison, K. D., & Dourish, P. (1996). Re-place-ing space: The roles of place and space in collaborative systems. Proceedings of the 1996 ACM conference on Computer supported cooperative work. https://www.researchgate.net/publication/220879650_Re-Place-Ing_Space_The_Roles_of_Place_and_Space_in_Collaborative_Systems.

5. Miller, V. (2011). Understanding digital culture. Sage. https://www.academia.edu/44441196/Understanding_Digital_Culture_Second_Edition_Introduction

6. Turkle, S. (2011). Alone together: Why we expect more from technology and less from each other. Basic Books. https://escholarship.org/content/qt35k2p4b6/qt35k2p4b6_noSplash_b445d46d80af95869917f83a8a592723.pdf?t=mhzw7f

Mir Sanjari Amina Sadat,
Faculty of Trade and Marketing,
course II, group 8, specialty 075 "Marketing",
State University of Trade and Economics,
Kyiv, Ukraine

Scientific supervisor
Nikolska Nina,
PhD in Education, Associate Professor of the Department
of Foreign Philology and Translation, SUTE

GLOBALIZATION AND ECONOMIC CHALLENGES IN A DIGITAL SOCIETY

Globalization is the process of increasing interconnectedness among countries through trade, investment, and technology. It has led to significant economic benefits, including increased trade and investment, economic growth, and higher living standards. However, globalization has also created a number of economic challenges, including:

One of the key challenges of the digital society is the widening income gap between those who have access to digital technologies and those who do not. This is known as the digital divide. The digital divide can be seen both within and between countries. In developed countries, those with high levels of education and income are more likely to have access to digital technologies than those with low levels of education and income. In developing countries, the digital divide is even more pronounced, with a large majority of the population having no access to digital technologies.

The digital divide has a number of negative consequences. It can lead to social exclusion, as those who are not connected to the digital world are unable to participate in many aspects of modern life. It can also lead to

economic inequality, as those who have access to digital technologies are able to take advantage of new opportunities in the digital economy.

There are a number of policies that can be implemented to address the digital divide. One important policy is to invest in digital infrastructure, such as broadband internet and mobile networks. This will make it easier for people to access digital technologies. Another important policy is to provide digital literacy training, so that people can learn how to use digital technologies effectively.

Another key challenge of the digital society is the rise of cybercrime. Cybercrime is a broad term that encompasses a range of criminal activities that take place in the digital world. This includes crimes such as hacking, identity theft, and fraud.

Cybercrime is a growing threat to the global economy. It can cause significant financial losses to businesses and individuals. It can also damage the reputation of businesses and erode consumer confidence.

There are a number of policies that can be implemented to address cybercrime. One important policy is to strengthen cybersecurity laws and regulations. This will make it more difficult for criminals to commit cybercrimes. Another important policy is to raise awareness of cybercrime and to provide training on how to protect against it.

The digital society also presents a number of economic challenges. One of the key challenges is the impact of digital technologies on the labor market. Digital technologies are automating many tasks that were previously performed by humans. This is leading to job losses in some sectors of the economy.

The impact of digital technologies on the labor market is a complex issue. There are a number of factors that will determine the extent to which digital technologies lead to job losses. These factors include the pace of technological change, the nature of the jobs that are being automated, and the ability of workers to adapt to new technologies.

There are a number of policies that can be implemented to address the impact of digital technologies on the labor market. One important policy is to invest in education and training, so that workers can develop the skills they need to succeed in the digital economy. Another important policy is to provide support for workers who lose their jobs due to automation.

The digital society also presents a number of challenges for businesses. One of the key challenges is the need to adapt to the changing demands of consumers. Consumers are increasingly using digital technologies to shop, bank, and interact with businesses. This means that businesses need to adapt their products, services, and marketing strategies to meet the needs of digital consumers.

Another key challenge for businesses is the need to protect their data from cybercrime. Cybercrime can cause significant financial losses and damage the reputation of businesses. Businesses need to invest in cybersecurity measures to protect their data from cyberattacks.

The digital society presents a number of challenges, but it also presents a number of opportunities. Businesses that are able to adapt to the digital economy will be well-positioned to succeed. Governments that are able to implement effective policies to address the challenges of the digital society will be able to create a more inclusive and prosperous economy.

Conclusion.

Globalization and the digitalization of society are two powerful trends that have a significant impact on the global economy. On the one hand, they create new opportunities for trade, investment, economic growth, and welfare. On the other hand, they also give rise to new economic challenges, such as inequality, worker exploitation, environmental issues, unemployment, and cybersecurity.

In order to maximize the benefits of globalization and the digital society, it is important to take steps to address these challenges. This requires a concerted effort by governments, countries, organizations, and individuals.

REFERENCES

1. https://www.researchgate.net/publication/357088410_Digital_globalization_and_its_impact_on_economic_and_social_life
2. https://repositorio.cepal.org/server/api/core/bitstreams/56782ee0-8a0e-4b84-818f-13a8f745acd2/content
3. https://www.shs-conferences.org/articles/shsconf/pdf/2021/40/shsconf_glob2021_06003.pdf
4. https://www.elsevier.es/en-revista-journal-innovation-knowledge-376-articulo-how-globalization-is-changing-digital-S2444569X21000202
5. https://www.researchgate.net/publication/324301294_DIGITAL_ECONOMY_AS_AN_INSTRUMENT_OF_GLOBALIZATION

МОВНА ТА МІЖКУЛЬТУРНА КОМУНІКАЦІЯ В УМОВАХ ЦИФРОВІЗАЦІЇ

ASMAKOVSKA Daria,
Faculty of Trade and Marketing,
course II, group 2, specialty 035 "Philology",
State University of Trade and Economics,
Kyiv, Ukraine

Scientific supervisor
Kokhan Olena,
Senior Teacher of the Department of Foreign Philology
and Translation, SUTE

LANGUAGE EVOLUTION IN SOCIAL MEDIA

Language is a social phenomenon that undergoes constant transformation by adding new words, disappearing obsolete ones, and changing semantics in order to adapt to the dynamic world. The rapid growth of new scientific discoveries and techniques during the 19th century Industrial Revolution and the 20th Electronic and Digital Revolution has certainly challenged dictionary content, making it hard to keep up with the dynamic language evolution of a more and more technologically literate society. Today we are facing a new "Social Media" revolution, which is once again, and with a faster pace, changing vocabulary. The purpose of this thesis is to research the impact of social media on language and communication.

Nowadays a huge number of contacts are established online. The number of users worldwide is counted in millions. Online networks provide the opportunity for people from different parts of the world to communicate with each other. Social networks are becoming a space for the development and fostering of various cultural connections. The major impact of social media is that sentences and phrases have become significantly shorter. For example, changing the word "Facebook" to a noun and a verb can change the meaning of the sentence from "I will send her a message on Facebook" to simply "I'll facebook her." According to the Cambridge Dictionary, Facebook as a noun is the name of a website

where you can show information about yourself and communicate with groups of friends. At the same time, to facebook means to send someone a message, in some cases, to publish information on Facebook, or even to spend time using Facebook. Moreover, the media have not only added new words to our vocabulary but also changed the meanings of existing ones. The word "like," for instance, has evolved from a verb expressing enjoyment or finding somebody or something pleasant to also being a noun representing a positive reaction on social media. In the realm of social media, where attention spans tend to be short and the number of characters is limited, language compression has become a matter of necessity. Therefore, the usage of acronyms or emoji has led to a laconic conveying of complex ideas. For instance, phrases like "OMG" (Oh my God), "BRB" (be right back), "LOL" (laugh out loud), and "TTYL" (talk to you later) exemplify the trend toward efficient communication. Notably, emojis such as ;-) or ;(convey what the user is feeling or express the intended tone without actually having to write it. Eventually, social media has generated new word stock. Words like "selfie," "hashtag," "Instagram stories," and "meme" have become part of everyday language, reflecting how digital platforms transform our interactions. The informal and conversational style of communication on social media platforms has significantly impacted the use of language. This trend has blurred the lines between formal and informal language, reflecting a more casual form of language that prioritizes clarity. One of the most significant impacts of social media on communication is the transition to digital communication instead of face-to-face interaction. In fact, many young people are more comfortable texting than having in-person conversations, which can have negative impacts on their ability to communicate effectively in professional and personal settings.

Therefore, it can be concluded that social media, where communication takes place primarily through written texts, creates a new form of communication that resembles an oral variety of conversational style. The digital revolution caused by social media has undoubtedly transformed language, making it more dynamic, vibrant, and inclusive. This evolution reflects the changing nature of communication in the digital age, where language continues to adapt to the needs and patterns of online interaction. As we navigate this changing linguistic field, it is crucial to evaluate and understand the impact of social media on language, embracing its innovations while also keeping in mind those challenges.

REFERENCES

1. Полтавець Т. В. Мова та соціальні мережі: механізми взаємопроникнення. Бібліотека. Наука. комунікація: актуальні тенденції у цифрову епоху: тези доп. Міжнар. наук. конф, м.Київ, 2019. URL: http://conference.nbuv.gov.ua/report/view/id/808. (дата звернення: 26.03.2024).

2. Cambridge Dictionary. English Dictionary, Translations & Thesaurus. Cambridge Dictionary /English Dictionary, Translations & Thesaurus. URL: https://dictionary.cambridge.org (date of access: 26.03.2024).

3. C. Alice Evangaline Jebaselvi. Journal of English The Impact of Social Media on the Evolution of Language and Communication Trends. 2023. No. 12(1). P. 41–44. URL: https://www.researchgate.net/publication/377214822_The_Impact_of_Social_Media_on_the_Evolution_of_Language_and_Communication_Trends (date of access: 26.03.2024).

4. List of Common Acronyms. YourDictionary: Definitions and Meanings From Over a Dozen Trusted Dictionary Sources. URL: https://www.yourdictionary.com/articles/common-acronyms (date of access: 26.03.2024).

BEZPALA Anastasiia,
KULYK Yuliana,
Faculty of Trade and Marketing,
course II, group 2, specialty 035 "Philology",
State University of Trade and Economics,
Kyiv, Ukraine

Scientific supervisor
Soshko Oksana,
PhD in Philology, Associate Professor of the Department
of Foreign Philology and Translation, SUTE

THE SPECIFITY OF THE INTERPRETATION OF POLITICAL DISCOURSE

Globalization processes change not only politics and economics, but also the nature of human communication, which takes on new forms and solves new tasks. The spread of international contacts and the study of foreign languages cause interest in intercultural communication as a

scientific and practical field that is currently experiencing dynamic development throughout the world. Therefore, the interpretation in the field of politics is a difficult task, because the translator has a huge responsibility. A political interpreter must be competent in politics and understand the essence of discussions. When translating political concepts, it is always necessary to take into account not only the context, but also the cultural features of the countries of both languages, to be aware of their history, political situation, understand the views of leaders on specific situations.

The translator carries out the process of interaction of two cultures and languages in the space of discourse [2, p. 45]. Interpreters must study the main concepts of political discourse, analyze the specifics of their verbalization both in the original language and in the language of translation. Political texts are full of culturally significant lexical units, they reflect general and specific features of national cultures.

Culturally significant lexical units in political discourse are closely related to the precedent phenomenon. Their conveying is always a difficult task for translators. Precedent phenomena are any significant and well-known names, statements, texts, situations that are often used and easily recognized in a specific linguistic and cultural community [5, p. 43].

Political texts and speeches contain a large amount of information about historical events and realities. Both American and Ukrainian politicians regularly use those precedent phenomena, which helps to create with the audience an atmosphere of isolation from foreigners, which is an effective means of getting closer to the public for interaction with it [6, p. 89]. "Atmosphere of closeness" entails misunderstanding and, in some cases, negative attitude of recipients in the process of intercultural communication, which in the political environment can lead to serious consequences.

With the growth of globalization changes, the spread of international contacts, the internationalization of society in general, the nature of communication has also changed. In American political discourse, precedent phenomena rarely undergo transformations, for instance changes in the grammatical structure of a sentence. Transformations of precedent texts are very common in Ukrainian-language political discourse. This helps to interest the audience, attract attention, which creates a favorable atmosphere for providing the planned impact on the audience [2, p. 70]. American political discourse is expressive and abounds in stylistic devices and metaphorical expressions. Therefore, in the materials devoted to military conflicts or the escalation of tensions that arise in the geopolitical arena, one can trace a high degree of standardization of language and clichéd expressions, for instance: to wage a war, to launch an offensive, to

express growing alarm, a respectable member of the international community, to sign a peace treaty. In addition to a high degree of clichéd publications on military action, they also associated with a high degree of influence on the reader and a certain level of emotionality. The expression to gas innocents – to destroy civilians with poisonous gases – was used in the context of the war in Syria in an article that discussed the reasons why USA President D. Trump allowed the release of missiles in order to protect civilians from poisonous gases. During the interpretation, the translator needs to choose an analogue in the language of translation to preserve the emotionality of the statement, conveying the main informational and connotative component.

The article "The war the world ignores" about the military conflict between Palestine and Israel in the magazine "The Economist" uses linguistic units – dysphemisms, vivid epithets that give a special emotionality to the story, exaggeration, as well as metaphors, related to comparing the army with a wild tiger released into the wild and a volcano capable of erupting in very any moment.

To translate emotional expressions and vivid metaphors, the translator faces the most difficult task of finding the right word to translate the concept, which carries all the signs and elements that the author put into the message.

Linguists point to the leading role of linguistic manifestations for the realization of all mental processes that reflect the deep processes of consciousness [4, p. 240].

This topic is replete with realities, which, according to the "Dictionary of Linguistic Terms"

A. S. Akhmanova can denote any object of material culture. [1, p. 181] The translation of the names of realities is part of the general problem of transmitting the national and historical identity of any people when translating from one language to another. This phenomenon was called "untranslatable in translation."

To translate realities, translators have developed the following ways to convey meaning:

- Transliteration (literal transmission of the original word).
- Transcription (transmission of the sound form of the word).
- Tracing (literal translation).
- Descriptive translation (transfer of value using expanded explanation).
- Approximate translation (selection of the approximate equivalent of the source language closest in semantics).
- Transformational translation (translation using lexical and grammatical translation transformations).

The translator in this case has to resort to a complete lexical replacement of lexical meanings and rebuild the syntactic structure of sentences [3, p. 73].

As for conclusion, the latest globalization challenges and threats encourage participants in international economic relations to new formats of interactions. The evaluation of the effectiveness of these actions is carried out on the basis of the progressivity of the intentions of their participants. Development policy is accompanied by diplomacy, involving negotiations – the process of identifying the interests of countries. Therefore interpretation in the political environment is a task of increased language responsibility. Inaccurate translation of political discussions can lead to such serious consequences as damage to the image of a politician, negative impact on the outcome of negotiations and even political conflicts. The primary task of the translator in the political sphere is to preserve the desired communicative effect. To achieve it, the interpreter needs to explore the functions, stylistic features, as well as the lexical and syntactic means of political discourse [6, p. 211]. Translator who works with political texts must have extensive background knowledge, understand country-specific features and have a large vocabulary. Whereas political discourse demonstrates the dynamics of language, the interpreter needs to monitor the semantic changes within the discourse.

REFERENCES

1. Ахманова О.С. Словник лінгвістичних термінів, 1966.608 с.
2. Бик І.С. Теорія і практика перекладу. Львів: ЛНУ, 2005. 122 с.
3. Кияк Т. Р. Теорія та практика перекладу (німецька мова): підручник для студ. вищих навч. закладів. Вінниця: Нова Книга, 2006. 592 с.
4. Ковалевська Т.Ю. Психолінгвістичні особливості політичного дискурсу. Вісник ХНУ ім. В.Н.Каразіна. Вип. 33. Філологічні аспекти дослідження дискурсу, 2001. С. 237-242.
5. Коптілов В. В. Теорія і практика перекладу. Київ, 2003. 185 с.
6. Шейгал Є. І. Семіотика політичного дискурсу, 2000. 368 с.

GETMANENKO Anastasia,
Faculty of Trade and Marketing,
course I, group 2m, specialty 035 "Political Philology",
State University of Trade and Economics,
Kyiv, Ukraine

Scientific supervisor
Soshko Oksana,
PhD in Philology, Associate Professor of the Department
of Foreign Philology and Translation, SUTE

POLITICAL COMMUNICATION AND ITS SYSTEM

The modern political communication system is a complex network that encompasses various channels, actors, and strategies used by political entities to disseminate their messages, shape public opinion, and influence decision-making processes. This system has undergone significant changes, caused by technological advances, the proliferation of new media platforms, and the ever-evolving political discourse. At its core, the political communication system serves as a conduit for the exchange of information, ideas, and ideologies among governments, political parties, interest groups, media organizations, and the general public [1, p. 432]. It facilitates the dissemination of policy proposals, campaign rhetoric, and ideological narratives, thus providing a basis for public scrutiny, debate, and the expression of diverse perspectives. The system's influence extends beyond the confines of traditional political arenas, permeates various aspects of society, and shapes the public's understanding and engagement with political affairs.

The multidirectional flow of information within the political communication system is facilitated by a complex interplay of different actors that have their motivations, agendas, and communication strategies. Governments and political parties use the system to promote their policies, garner support, and counter opposing narratives. Interest groups and advocacy organizations use the system to raise awareness, mobilize support, and influence policymaking processes [2, p. 89]. Media organizations, both traditional and digital, play a critical role in the process of disseminating information, framing debates, and shaping public discourse [1, p. 428]. The public, once primarily a passive recipient of information, has become an active participant who contributes to the flow of information, challenging narratives, and exerting influence through various channels, including social media platforms [2, p. 92].

Within the system, traditional mass media outlets such as television, radio, and print publications have historically played one of the central roles in shaping political discourse and influencing public opinion. Through their extensive reach and perceived authority, these outlets have served as gatekeepers that control the flow of information and set the agenda for public discourse [4, p. 70]. However, the advent of digital technologies and the rise of social media platforms have significantly disrupted traditional patterns of communication, thus, creating new challenges and opportunities for political actors. The interactive nature of social media has enabled direct engagement between politicians and citizens, allowing for unfiltered communication [3, p. 341]. This shift has democratized the flow of information and empowered individuals to actively participate in political discourse and potentially influence the political agenda. The disruptive power of social media has changed the dynamics of agenda-setting and opinion-forming, challenging the monopoly once held by traditional media. Individuals and grassroots movements can now amplify their voices, share information, and mobilize support in ways that were previously unimaginable [3, p. 340]. This has led to a decentralization of power and allowed previously marginalized groups to contribute to political discourse and hold influential actors accountable. Moreover, the rise of digital media has created new challenges for political actors in terms of message control and reputation management [4, p. 69]. The rapid dissemination of information, coupled with the permanent nature of digital content, has made it difficult to contain and mitigate the impact of controversy or damaging narratives. Political actors must now navigate a complex media system and adapt their communication strategies to engage with diverse audiences across multiple platforms to maintain a consistent and authentic message.

In addition, the political communication system covers a range of communication strategies used by political actors to achieve their goals. These strategies may include targeted messaging, strategic framing, agenda setting, and the use of persuasion techniques to influence public opinion and mobilize support [2, p. 87]. Political advertising, campaign rallies, and media appearances are all part of the toolkit used by political actors to reach and resonate with their intended audiences.

In a nutshell, the political communication system has its challenges and criticisms. Issues such as the spread of misinformation, media polarization, and the potential for manipulation and propaganda have raised concerns about the integrity and transparency of the system. In addition, the proliferation of echo chambers and filter bubbles, where individuals are exposed to information that reinforces their existing beliefs, has the potential to exacerbate political divisions and impede constructive

dialogue. The political communication system plays a critical role in shaping public discourse, influencing policy outcomes, and facilitating the exchange of ideas in a democratic society. Its evolution and impact continue to be the subject of ongoing academic inquiry, public debate, and policy consideration as societies grapple with the complexities of disseminating information, promoting informed decision-making, and preserving the integrity of the political process.

REFERENCES

1. Blumler J. Core Theories of Political Communication: Foundational and Freshly Minted. *Communication Theory*. 2015. 1 April. URL: http://commres.net/wiki/_media/comt12077.pdf.
2. Canel M., Sanders K. Government Communication: An Emerging Field in Political Communication Research. 2012. P. 85–96. URL: https://mariajosecanel.com/pdf/emergingfield.pdf.
3. Esser F., Pfetsch B. Political Communication. *Comparative Politics*. 2020. P. 336–358. URL: https://doi.org/10.1093/hepl/9780198820604.003.0019.
4. McNair B. An introduction to political communication. 5th ed. New York : Routledge, 2011. 226 p. URL: https://www.academia.edu/37793890/An_Introduction_to_Political_Communication.

HRYSHKO Violetta,
Faculty of Hotel and Restaurant Business,
course II, group 2,
State University of Trade and Economics,
Kyiv, Ukraine

Scientific supervisor
Pryma Viktoria,
PhD in Philology, Associate Professorof the Department
of Foreign Philology and Translation, SUTE

THE REALITIES OF THE DIGITAL ECONOMY: NEW OPPORTUNITIES AND CHALLENGES FOR SOCIETY AND THE STATE

In recent years, we have been witnessing a process of technological transformation leading to a qualitatively new level of technology business in the digital economy. This progress of the digital economy is driven by

globalisation and innovative technologies. The main course of development of the digital economy is the interaction between consumers and producers not only within one country but also globally, which contributes to GDP growth, increased productivity, more jobs and strengthening of innovation processes in all sectors of the economy to improve the quality of life through the development of education and healthcare. The digital economy should be viewed as a consequence of the transformational effects of new commonly used technologies in the field of information and communications that affect all sectors of the economy and the social sphere. The interest in the digital economy is explained by the fact that information technology is becoming increasingly important for the economic development of all countries.

The path to the digital economy is a key aspect of modern development, especially in view of the rapid changes in the technological landscape and the requirements of modern society. One of the key elements is the implementation of measures aimed at digitalising the economy. This means the transition to digital technologies in production and management that improve production efficiency and the competitiveness of enterprises in the international market. In particular, this includes process automation, the use of artificial intelligence, and data analysis for management decision-making.

In addition, the second priority is to promote the digitalisation of the public and social spheres. This includes the introduction of digital technologies in education, healthcare, administration and other areas, which will improve access to services for citizens and ensure their greater availability and quality.

The digital economy involves the widespread use of a number of advanced technologies, such as Big Data analysis, the Internet of Things in industry and in general (IIoT/IoT), and cloud computing.

Ukraine is facing a major challenge to digitally transform its economy. This means not only changing the economic landscape, but also transforming traditional markets, social relations and public administration through the introduction of digital technologies.

This transformation implies radical changes in the structure of the economy through the formation of efficient economic processes supported by digital infrastructure. In addition, the mechanism of economic development should move to the use of institutions built on digital models and processes at all levels, from markets to industries and areas of activity. An important aspect is the development of the technological level, which involves the use of advanced technologies and platforms. Digital transformation also encompasses the creation of a favourable environment,

including regulatory frameworks, information infrastructure, human resources and information security. This new environment is designed to optimise the conditions for the development of economic and technological levels and increase the efficiency of their interaction.

On the other hand, the digital transformation of Ukraine's economy should be based on the latest capabilities: a basis on digital information technologies; network architecture and digital communication; – digital form of object representation; virtualisation of digital technologies for working with objects; – focus on knowledge represented in digital form; – innovative driving force for development.

There are several challenges in the digital economy that require additional regulation. One of them is in the area of production, including lean manufacturing, through automated data collection, analysis and processing in decentralised systems of any level (including agriculture, construction, production of goods and services). Another challenge is innovative methods of project management, supply chain management, and document flow automation based on blockchain technologies. In the area of financial circulation, electronic payments and the use of crypto-currencies are important. In the area of e-commerce, it is important to advertise goods and services using big data analysis technologies, as well as to use industry aggregators in the sale of goods and services, such as AliExpress or Ebay.

In order to accelerate the development of the digital economy in Ukraine, it is important to focus on key sectors such as transport, energy, telecommunications, data processing and public services. This approach will help to create a single digital space that will unite all sectors of the economy. In general, these areas can be viewed as two ecosystems: services for consumers and for producers, based on a technological foundation, which is the communication core. The infrastructure capabilities of the central core will include components such as cloud storage, payment services, big data analysis, and cybersecurity. The emergence of a significant amount of information, including data of national importance, will facilitate the development of big data analysis technologies. The state has been working in these areas for quite some time, and innovative technologies and tools from the Ministry of Digital Transformation of Ukraine are literally bringing the country's digital future to life in many areas, integrating the global digital space from a leading position.

REFERENCES

1. Kraus, N.M., Holoborodko, O.P. and Kraus, K.M. Digital economy: trends and prospects for the avant-garde character of development

2. Karcheva, H.T., Ohorodnia, D.V. and Openko, V.A. (2017), "The digital economy and its impact on the development of national and international economics", Finansovyi prostir, no. 3 (27), p.13-21

DOLIA Kseniia,
Faculty of Trade and Marketing,
course III, group 12, specialty 075 "Marketing",
State University of Trade and Economics,
Kyiv, Ukraine

Scientific supervisor
***Chunikhina Tetyana*,**
PhD (Economics), Associate Professor,
Associate Professor of the Department of Marketing, SUTE

USER GENERATED CONTENT IN BUSINESS PROMOTION

In today's digital world, where the boundaries between content producers and consumers are becoming increasingly blurred, the concept of User Generated Content (UGC), or content created by users, is gaining particular relevance. It goes beyond simple creation of content by end users, turning into a powerful tool for business, which promotes its promotion and increases customer loyalty. The importance and effectiveness of UGC as a marketing strategy tool cannot be underestimated in the age of social media and e-commerce, where the opinions and views of ordinary users have an extraordinary influence on consumer behavior. In today's world, where social media and online platforms are central to consumers' lives, the use of user-generated content is becoming a key investment for business promotion. In turn, for companies, this type of content is one of the most effective methods of promoting their own products and popularizing their activities in general. Thus, there is a need to investigate the aspect of UGC as a tool for business promotion.

This work aims to consider the role and importance of User Generated Content in the context of business promotion, based on the hypothesis that UGC can serve not only as an effective channel for

attracting new audiences, but also to strengthen relationships with existing customers, creating trust and brand authenticity. Given the dynamics of market processes and the changing behavior of consumers seeking greater transparency and individualization, the analysis of the effectiveness of UGC appears to be particularly important. The study aims to examine various aspects of using UGC in marketing strategies, including the impact on brand perception, user engagement and ultimate commercial success.

To analyze the effectiveness of this type of content, it is worth understanding that user generated content (hereinafter UGC) is any content that is created and published by digital users, not professional authors, journalists or marketers. In modern conditions, UGC takes various formats: text, photo, video, audio, graphics, and others, and spreads through social networks, blogs, forums, feedback platforms etc. [1].

Through its inherent authenticity and organic distribution, UGC opens up new horizons for marketing engagement, allowing businesses to build deeper and more meaningful connections with their target audiences. Therefore, this paper will conduct a detailed analysis of the potential of UGC as a key element in digital marketing strategies, with a special focus on its impact on consumer behavior and the effectiveness of business models in various sectors. For a detailed study of the impact of User Generated Content (UGC) on business promotion, it is necessary to consider several key aspects that play an important role in forming an effective strategy for using UGC. These aspects include analyzing the types of user-generated content, methods of engaging and motivating users to create UGC, and measuring the impact of such content on business performance.

The variety of UGC formats listed above allows companies to engage audiences on different platforms. By analyzing which types of UGC are most effective in influencing consumers in different niches, marketing strategies can be adapted to achieve maximum engagement and conversion, and their impact on consumers can be analyzed. Studying the motivational factors that drive users to create content is critical to shaping engagement strategies. The use of gamification, contests, interactive campaigns and other tools can significantly increase the quantity and quality of user-generated content. To evaluate the effectiveness of UGC, you need to measure its impact on key business metrics such as site traffic, conversion rates, average checkout, user engagement, and customer loyalty. Analysis of data and feedback from users will help identify the most effective types of UGC and how to integrate them into the overall marketing strategy.

In order to illustrate the theoretical propositions and methods, it is important to include the analysis of real cases from various industries where UGC has become a key success factor. This may include exploring social media campaigns, customer feedback projects, interactive events, and more.

User generated content is not only an effective tool in marketing activities, but also quite popular. This is confirmed by the results of the Linearity study: taking into account all the advantages of using UGC, 80% of the surveyed companies applied UGC in their marketing strategies in 2023 [3].

Today, in practical application, it is user generated content that occupies a leading position. Companies representing absolutely all spheres of activity actively use such a tool. A successful case of successfully generating user content can be seen on the domestic online shopping platform for cosmetics and care products "Makeup". The company constantly engages its users in cooperation through challenges, reviews, unboxing products, etc. In turn, similar actions and user feedback contribute to increasing the activity of the community. Another successful experience of using UGC is the restaurant "Gasova Lyampa". So, during the launch of a new product, the company involved users in creating video content and tagging their profiles through a giveaway. In this way, the restaurant carried out an advertising campaign for the novelty and at the same time significantly reduced the costs of the advertising budget [2].

Based on the study of the role and importance of User Generated Content in business promotion, several important conclusions and recommendations can be formulated that will help companies use the potential of UGC as effectively as possible.In conclusion, UGC promotes brand trust because user-generated content is perceived as more authentic compared to traditional advertising. User-generated content has a high potential to attract and retain the attention of the target audience, stimulating interaction and discussion. UGC influences consumers' purchasing decisions by offering real opinions, reviews and recommendations from other users. Having analyzed the above advantages of custom content, one can confidently declare its effectiveness as a business promotion tool.

REFERENCES

1. What is User Generated Content (UGC) and how it can affect SEO. Idea Digital Agency. URL: https://ideadigital.agency/blog/shcho-take-user-generated-content-ugc-i-yak-vin-mozhe-vplinuti-na-seo/ (date of access: 01.04.24)

2. UGC content: The secret ingredient to your social media success. Marketer. URL: https://marketer.ua/ua/ugc-content-the-secret-ingredient-to-your-social-media-success/ (date of access: 01.04.24)

3. Solomons M. 90 UGC statistics: best practices, benefits, and future growth. Linearity. URL https://www.linearity.io/blog/ugc-statistics/amp/ (date of access: 31.03.24)

ZLATIEVA Mariia,
Faculty of Restaurant, Hotel and Tourism Business,
course III, group 15a, specialty "Hotel and Restaurant Business",
State University of Trade and Economics,
Kyiv, Ukraine

Scientific supervisor
***Khmil Oksana,** lecturer,*
Lecturer of the Department of Foreign Philology and Translation, SUTE

THE ROLE OF INTERNET COMMUNICATION TOOLS IN DEVELOPING INTERCULTURAL COMPETENCE

In today's increasingly interconnected world, the popularity of incorporating internet-based social networking tools among foreign language learners has surged, offering them authentic interaction opportunities to share views, create profiles, and develop online relationships, all essential for effective cross-cultural communication. Intercultural competence, the capability to interact and understand people from different cultural backgrounds, has become a crucial skill in both personal and professional realms. With the rise of internet communication tools, such as social media platforms, video conferencing, and instant messaging applications, the landscape of intercultural communication has undergone a significant transformation. [1]

Intercultural communication is the ability to think, discern the differences, manage the experiences and build an efficient communication with individuals who are from other cultures in the multicultural world. Social media platforms enable users to connect with people from different cultural backgrounds, share experiences, and gain insights into various customs, traditions, and perspectives. By engaging in online communities and following individuals from diverse backgrounds, individuals can broaden their cultural horizons and develop a more nuanced understanding

of cultural differences and similarities. Which means interaction among the social media users is not limited to the same culture only but also for intercultural communication. [2]

One of the key benefits of internet communication tools is their ability to facilitate cross-cultural communication in real-time. Communication tools are essential for learning and collaborating across cultures. For example, video conferencing platforms enable individuals to engage in face-to-face interactions with people from different parts of the world without the need for physical proximity. This immediacy allows for more authentic exchanges, fostering empathy, understanding, and mutual respect across cultural boundaries. Moreover, instant messaging applications enable quick and informal communication, bridging linguistic and cultural gaps in everyday interactions. [3]

Digital technologies have significantly facilitated intercultural communication by creating new public forums and hosting rich, multimodal spaces for contact on a large scale. Moreover, the inclusion of information and communication technologies (ICT) in education has enhanced intercultural awareness and communication skill. These digital media platforms offer opportunities for increased access to networks, resources, and diverse cultures, thereby enriching educational experiences. Additionally, families utilize technology and digital media to maintain intergenerational communication, bridging differences in media use between generations. [4]

The expansion of digital space has fundamentally altered the paradigm of intercultural communication, leading to the development of new behavioral patterns and enhancing digital content and knowledge. Furthermore, internet communication tools serve a vital role in providing cultural sensitivity training and education to individuals and organizations. Online courses, webinars, and virtual workshops offer opportunities for learning about cultural norms, etiquette, and communication styles worldwide. These resources empower individuals to navigate multicultural environments effectively, fostering understanding and collaboration across cultural boundaries. Internet communication tools facilitate cross-cultural collaboration and networking opportunities for individuals and businesses alike. Virtual team environments, bring together professionals from diverse cultural backgrounds to work towards common goals and objectives. By leveraging the strengths of team members with different perspectives and expertise, organizations can enhance creativity, innovation, and problem-solving capabilities. Similarly, online professional networking platforms provide avenues for connecting with professionals from around the world, fostering cross-cultural exchange and collaboration.

While internet communication tools offer numerous benefits for developing intercultural competence, it's important to acknowledge that they also pose certain challenges and considerations. Language barriers, cultural misunderstandings, and technological limitations can hinder effective communication and collaboration in virtual environments. Moreover, the digital divide, unequal access to technology, and disparities in internet connectivity can exacerbate existing inequalities and limit opportunities for cross-cultural interaction. Therefore, it is essential to approach intercultural communication in online settings with sensitivity, awareness, and willingness to bridge divides.

In conclusion, the transformative power of internet communication tools, particularly social media, in fostering intercultural competence cannot be overstated. These tools not only enhance exposure to diversity but also facilitate meaningful cross-cultural communication, provide valuable cultural sensitivity training, enable productive collaboration, and nurture empathy and understanding across cultural boundaries. However, it's imperative to acknowledge and address the challenges inherent in online intercultural communication to ensure its effectiveness. Despite these challenges, when internet communication tools are utilized responsibly and thoughtfully, individuals and organizations can confidently navigate multicultural landscapes, fostering strong ties and adaptability. Moreover, the integration of social media platforms significantly enhances participants' communication competence, facilitating effective interactions among international friends and accelerating adaptation processes. Furthermore, social media's role in strengthening English reading skills underscores its multifaceted contribution to language acquisition and cultural integration. In essence, by harnessing the power of internet communication tools and social media, individuals and communities can not only bridge cultural divides but also thrive in our increasingly interconnected global society. [1]

REFERENCES

1. Social networking: Developing intercultural competence and fostering autonomous learning. Ruby Vurdien. URL: https://utheses.univie.ac.at/detail/8932#

2. The Role of Social Media on Intercultural Communication Competences. Winda Monika, Arbi Haza Nasution, Salhazan Nasution. URL: https://edubirdie.com/examples/the-importance-and-technology-of-intercultural-communication/

3. URL: https://www.linkedin.com/advice/3/how-can-you-use-communication-tools
4. How Digital Technologies Facilitate Intercultural Communication? URL: URL: https://typeset.io/questions/how-digital-technologies-facilitate-intercultural-3q9xzaoea9

ZLATIEVA Paraskoviia,
Faculty of Restaurant, Hotel and Tourism Business,
course III, group 15a, specialty "Hotel and Restaurant Business",
State University of Trade and Economics,
Kyiv, Ukraine

Scientific supervisor
***Khmil Oksana,** lecturer,*
Lecturer of the Department
of Foreign Philology and Translation, SUTE

INTERNET DISCOURSE AS A MEANS OF IDENTITY CONSTRUCTION AND SOCIAL BONDING

The internet has become an integral part of modern society, revolutionizing communication and interaction. One of its most profound impacts lies in how it shapes individual and collective identities while fostering social bonds. Internet discourse, encompassing conversations, debates, and exchanges occurring across various online platforms, plays a pivotal role in this process. The influence of social networks on society exceeds that of traditional media. One of the most important factors for the development of collective identity is and has been communication. Social media enables identity expression, exploration, and experimentation; something natural for the human experience. [1]

Online platforms offer individuals a space for self-expression and identity exploration. Through curated profiles, status updates, and participation in communities, individuals can construct and negotiate their identities in ways not always possible offline. The anonymity and flexibility afforded by the internet enable people to experiment with different aspects of their identity, whether it is gender, sexuality, ethnicity, or interests. Social media enables individuals to present themselves as they wish, shaping how they are perceived by others. Additionally, it facilitates connections, interactions, and participation in activities according to their preferences. Moreover,

participation in niche online communities allows individuals to find like-minded peers, facilitating the formation of identity-based bonds. [2]

Social media platforms serve as powerful agents in shaping identity construction and social bonding. Social communication platforms or social networks allow people to share their photographs and events with friends and to follow profiles and events of their friends by creating a digital identity. These platforms not only provide a space for self-expression but also facilitate connection and interaction with others who share similar interests or experiences. Likes, shares, and comments serve as validation and affirmation, reinforcing individuals' sense of identity and fostering a sense of belonging within their online communities. [3]

Internet discourse often intersects with identity politics, as individuals engage in discussions surrounding social issues such as race, gender, and sexuality. Online platforms serve as battlegrounds for these debates, where individuals advocate for their beliefs, challenge dominant narratives, and seek solidarity with others who share their perspectives. Through these discussions, individuals not only assert their identities but also contribute to the shaping of collective identities within online communities, fostering a sense of belonging and solidarity among like-minded individuals. The internet enables the formation of virtual communities based on shared identities, interests, or experiences. These communities serve as spaces for individuals to bond over commonalities, share experiences, and offer support to one another. Whether it is forums dedicated to specific hobbies, support groups for marginalized communities, or social networking sites for professionals, these virtual communities provide a sense of belonging and camaraderie that transcends geographical boundaries. Use of virtual environments in both the commercial and educational fields has rapidly become widespread. Currently, educational applications have become popular, partially via distance education used by universities. Free from pressures originating from the super-ego, users can express themselves freely in virtual platforms. Users getting together via virtual platforms escape from their roles and share freely.

The emerging trends defining citizenship in the 21st century hinge on the effective utilization of communication concepts. These include technology-based communication, information literacy, media literacy, coping with information overload, and making informed decisions. Media is not only an entertainment tool but also more likely to be an infotainment tool. For some, it’s a way to escape from the reality, to some others, it’s the virtual reality; yet for a great sum of people it is sometimes more important than the real reality. [2]

Digital identity should make an impression that can criticize, has an idea about ethical results of initiatives conducted in interactive environments, can establish an ethical interaction, and does not abuse informatics, virtual environment and social media. While internet discourse facilitates identity construction and social bonding, it also presents challenges and considerations. The anonymity of online interactions can lead to the proliferation of misinformation, cyberbullying, and the amplification of extremist ideologies. Moreover, the echo chambers formed within online communities can limit exposure to diverse perspectives, reinforcing existing biases and polarizing discourse. As such, it is crucial to critically evaluate the role of internet discourse in shaping identities and fostering social bonds, while also being mindful of its potential pitfalls.

Social media has become a prominent platform where users freely express opinions, emotions, and thoughts without self-censorship. Its content is primarily user-generated, raising questions about its accessibility across different segments of society. Users seek like-minded

individuals, forming active communities and engaging in real-time social interactions. Virtual environments facilitate socialization and free expression, allowing users to escape societal pressures and share openly. Social media's rapid integration into daily life reflects shifts in societal communication. It mirrors the flexible organization seen in social movements and economic issues, functioning as an alternative media channel. Social media not only reflects but also shapes the network society, substituting traditional civil society structures.

REFERENCES

1. Television and Internet in the Construction of identity. Imma Tubella. URL: https://digital-future.org/

2. The Effect of Social Media on Identity Construction. URL: https://www.researchgate.net/publication/319872238_The_Effect_of_Social_Media_on_Identity_Construction

3. The Effects of Social Media on the Dynamics of Identity: Discourse, Interaction and Digital Traces. URL: https://journals.openedition.org/alsic/3004?lang=en

KAIKA Inna,
Faculty of Trade and Marketing,
course II, group 2, specialty 035 "Philology",
State University of Trade and Economics,
Kyiv, Ukraine

Scientific supervisor
Soshko Oksana,
PhD in Philology, Associate Professor of the Department
of Foreign Philology and Translation, SUTE

A NEW APPROACH TO CREATING TEXTS: MULTIMODALITY IN MODERN MASS MEDIA DISCOURSE

Cutting-edge technologies, forward-looking perspectives and accelerated pace of life are altering our thoughts and outlooks, which definitely leaves marks on linguistical processes. Language is known to be a flexible semiotic structure, moulded by sociopolitical situation. The emergence of alternative channels of communication facilitates the development of new skills for information procession. The growing role of multimedia means (graphics, animation, sound, video) implies their involvement in text channels of information.

In modern linguistics, the topic of text multimodality is gaining popularity as a potential branch of the development of modern texts. Multimodal text is a text that conveys a message using at least two semiotic systems, or modes of communication. Each type of information is processed by the appropriate sensory perceptions (vision, hearing, touch, smell and taste), which increases the chance of adequate recognition of the given message. Communicative discourse is increasingly associated not with mono-modal syntax, which involves semiotic signs and punctuation, but with the transmission of meanings in a multimodal sense. The widespread use of tables, graphs, diagrams, photos, audio and video materials found in print and online mass media backs up gradual merging from exclusively verbal discourse to intermediate, or multimodal. To be more precise, semiotic modes in the form of words incorporate with perceptual ones to attract the addressee's attention. The multimodality of the text especially benefits modern media, for which public attention is important. A successful application of modes in texts is the Internet sources, which lure more and more users, providing the opportunity to apprehend the text with other channels that individuals determine and opt for themselves.

It is stated that there are five modes of multimodal discourse: linguistic, visual, aural, gestural and spatial. The most frequently used objects to enforce linguistic mode are photos, while graphs and tables take second place. They are known to be the most appropriate for illustrating concepts and adding extra details. Nevertheless, informal communication mems and photoshopped content is gaining drastic popularity in informal communication, being used on social media platforms and news sites. Not only do they dilute monosemiotic content but also pass on hidden messages with contradictions and bright visual mode. The caricature utilising is carried out by top publishers who make people thoroughly analyse it and get exposure to linguistic sides. Videos and maps are drawn on for visualisation and in most cases duplicate semiotic mode with visual and aural. By finalizing the material above, it can be comprehended that all modes center around the linguistic one. Modern mass media actively avail the benefit of multimodality adjusting semiotic mode and combining with others. The main page of "BBC.News" can be regarded as a vivid example of how the usage of multimodal text can enhance people’s grasping:

The linguistic mode is presented in various graphic variations, which increase and direct the reader's attention to certain details. First of all, it is worth paying attention to the segmentation of the text that visually streamlines the information. Semiotic information surrounds each object and fills the space completely, so the reader will be forced to read at least one part of the written information. In addition, this effect is enhanced by the use of bold font, subconsciously perceived as mandatory to read. This type of font, combined with thought-provoking headlines, redirects readers to a specific article. Among non-pictorial graphic elements, punctuation marks and symbols (exclamation and question marks, a dollar sign) should be allocated. They stand out and usually are processed first. Moreover, these symbols prompt the creation of neural connections, which form fact-files from semiotic information. Illustrations and photographs present multimodal constructions based on the non-verbal mode. The appeal to graphic content is justified by the author's desire to increase attention span and instantly switch to the text. Each photo and illustration is consistent with the linguistic mode and precisely illustrates the news.

To conclude, the usage of various modes in multimodal texts contributes to overcoming hurdles in passing on messages from addressor to addressee. Semiotic and non-semiotic components establish logical patterns for optimizing and improving the perception, that is why modes should be considered and applied not separately, but comprehensively. Deeping into this topic is noticed to be fruitful for modern mass media, full of graphics, photos, audio and video elements. The field of multimodality provides philologists with ample opportunities to study the evolution of texts and communication in the 21st century.

REFERENCES

1. Андрєєва І. О. Мультимодальний аналіз дискурсу: методологічна основа та перспективи напряму / І. О. Андрєєва // Одеський лінгвістичний вісник. – 2016. – Вип. 7. – С. 3-8. URL: https://hdl.handle.net/11300/17548.

2. Гудзь, Н. О. (2014) Мультимодальність як визначальна риса вебсайтів екологічної тематики. Сучасний стан і перспективи лінгвістичних досліджень та проблем перекладу: тези доповідей всеукраїнської наукової конференції пам'яті доктора філологічних наук, професора Д. І. Квеселевича. с. 24-27. URL: http://eprints.zu.edu.ua/id/eprint/11977.

3. Biletska T. O., Havryliuk O. O. MULTIMODALITY OF MODERN ENGLISH JOURNALISTS-BLOGGERS' TEXTS (based on blogs by Philip DeFranco and Arwa Mahdawi). "Scientific notes of V. I. Vernadsky Taurida National University", Series: "Philology. Journalism". 2022. Vol. 1, no. 2. P. 87–93. URL: https://doi.org/10.32838/2710-4656/2022.2-1/15.

4. Home – BBC News. BBC Home – Breaking News, World News, US News, Sports, Business, Innovation, Climate, Culture, Travel, Video & Audio. URL: https://www.bbc.com/news (date of access: 28.03.2024).

5. Makaruk L. Types of Multimodal Syntactic Constructions in Modern English Mass Media Texts. Science and Education a New Dimension. 2018. Vol. VI(183), no. 54. P. 39–42.

KIRCHU Catherine,
Faculty of Restaurant, Hotel and Tourism Business,
course III, group 3, specialty 073 "Management",
State University of Trade and Economics,
Kyiv, Ukraine

Scientific supervisor
Kharytonova Daria,
PhD, Senior Lecturer of Foreign
Philology and Translation Department, SUTE

THE ROLE OF AI IN EDUCATION: NEW OPPORTUNITIES AND CHALLENGES

Artificial Intelligence (AI) has been making significant strides in various sectors, including education. With the rapid growth of AI-powered

tools and applications, the landscape of school education has been experiencing profound changes [1]. AI has the potential to revolutionize the way we learn and teach, offering exciting new opportunities for personalized learning, increased efficiency, and enhanced engagement. However, alongside these opportunities lie significant challenges that need careful consideration for AI to be successfully integrated into educational environments.

AI is a booming technological domain capable of changing various aspects of the education system. The global Artificial intelligence market in education is forecasted to reach $3.68 billion. That's a 47% boost of CAGR (Compound annual growth rate) from 2018 to 2023[2].

One of the most promising benefits of AI in education is its ability to personalize learning experiences [3]. Platforms like Twee (an AI-powered tool for English teachers) and Proecta (an AI assistant for educators) exemplify this. Twee allows educators to create customized content and activities tailored to specific learning objectives and student needs. For instance, a teacher can use Twee to generate a news article on a complex topic at a beginner level, complete with comprehension questions and vocabulary exercises. This ensures students are appropriately challenged and fosters deeper understanding. Proecta takes on the time-consuming task that often burdens educators: crafting effective assessments. Proecta goes more than simply making quizzes and homework a breeze. It analyzes curriculum standards and learning objectives to suggest relevant educational activities. With only a click, teachers can customize every assignment for every student, saying goodbye to spending hours reviewing assignments and planning classes. This guarantees that all students find their assessments interesting and useful while also saving teachers a great deal of time.

Furthermore, AI can alleviate the administrative burden on educators, freeing them to focus on more critical aspects of teaching. A 2019 Ofsted survey revealed that teachers spend a significant portion of their time on administrative tasks like marking and planning [4]. AI tools like Quizizz, a gamified learning platform, can automate assessments by employing adaptive learning techniques. Quizizz adjusts the difficulty of quizzes based on student performance, providing a more engaging and effective assessment experience while reducing time spent on manual grading. AI can also foster creativity and collaboration in the classroom. Tools like Miro, a virtual whiteboard platform, use AI to recommend relevant content and templates based on project topics. This fosters innovative thinking and collaboration by empowering students to explore and visualize complex ideas in a dynamic environment [2]. Similarly,

Gamma, an AI presentation tool, allows students to create polished presentations quickly, freeing up valuable time to focus on the content and substance of their ideas. However, alongside these opportunities, the integration of AI in education also presents challenges. Issues like equity, bias, and the potential for AI to replace teachers necessitate careful consideration. AI algorithms can perpetuate existing biases, potentially hindering student progress from underrepresented groups. Additionally, ensuring that AI complements teachers rather than replacing them is crucial. Teachers are irreplaceable in fostering critical thinking, social-emotional learning, and human connection–areas where AI may struggle [1].

In conclusion, AI offers transformative possibilities for education. Personalized learning experiences, increased efficiency, and enhanced collaboration are just some of the benefits it promises. However, navigating the ethical and practical challenges associated with AI implementation is crucial. Through responsible application and a focus on complementing human educators, AI can be a powerful tool in shaping a more effective and engaging educational landscape for future generations.

REFERENCES

1. Means, B. (2019, October 24). The role of AI in school education: Transforming the way we learn. The Data Scientist. https://thedatascientist.com/the-role-of-ai-in-school-education-transforming-the-way-we-learn/

2. Star-Gazers. (2020, February 12). The role of artificial intelligence in education. Medium. https://medium.com/star-gazers/the-role-of-artificial-intelligence-in-education-c13e97a31617

3. Forbes. (2022, September 20). How AI is Changing the Way Students Learn. https://www.forbes.com/sites/forbestechcouncil/2022/09/20/how-ai-is-changing-the-way-students-learn/

4. Telegraph. (2019, July 21). Teachers spend nine hours a week marking and planning, Ofsted survey finds. https://www.telegraph.co.uk/news/2019/07/21/teachers-spend-time-marking-planning-classroom-ofsted-survey/

LOSIEVA Valeriia,
Faculty of Trade and Marketing,
course II, group 14, specialty 075 "Marketing",
State University of Trade and Economics,
Kyiv, Ukraine

Scientific supervisor
Ponomarenko Ihor,
PhD in Economics, Associate Professor of the Department of Marketing,
State University of Trade and Economics

ADAPTING ONLINE SERVICES AND THEIR MARKETING STRATEGIES TO ENTER FOREIGN MARKETS

Online services such as social media, educational services, streaming media services, online banking, or e-mail have many advantages because they operate in a digital environment. Most of these products do not require production facilities or complex logistics. The entire team can be in the same city, while the product is accessible worldwide. These factors create favorable conditions for an online service to enter foreign markets. In this case, the company develops a go-to-market strategy, within which marketing specialists determine the product's positioning and conduct market research. If the research indicates that introducing the online service to the foreign market is economically viable, it is worth considering how to adapt the product to local peculiarities.

The first improvement an online service needs is to translate the interface into the most used language of the country where the product will operate. Importantly, this translation must be done by native speakers. They have the crucial task of understanding and accurately reflecting the meaning of each word. Distortions in meanings can lead to misunderstanding of the service's functionality and discourage users from using it. Names of services, their functions, or fictional brand characters usually do not have direct translations. In other languages, they often appear in two forms: written in Latin script or transliterated. However, there may be situations when normal words in one language sound like obscenities in another language. A common way to solve this issue is to use synonyms. The word's meaning will be clear to users, but it will lose its uniqueness and character. Another more challenging but effective solution is to create a neologism that can fully or partially convey the specific phonetics and meaning of the original name.

The next aspect to consider in product adaptation is sociocultural factors. Although many online services are culturally neutral, some may require adjustments to their content to align with local preferences, behavioral stereotypes, and beliefs. Cultural symbols have different meanings in different parts of the world. For instance, in Western culture, the color white signifies purity and innocence, while in India and China, it is associated with death and misfortune [1, p. 1546]. Another example is the perception of the swastika. In Buddhism, Hinduism, and Jainism, it is a symbol of good luck and prosperity [2, p. 48]. However, in Europe, it is associated with Nazism. Before launching an online service in a new market, a thorough study of the perception of its elements is essential to avoid negative reactions from the audience.

Sociocultural factors also influence the product promotion strategy. The effectiveness of different digital communication channels varies by country, depending on the level of digitalization of society, lifestyle, and the political and legal environment. For example, the most used social networks in Western countries, including Facebook, Instagram, WhatsApp, and YouTube, are banned in China. Still, there are alternative social media platforms such as Weixin, Douyin, QQ, or Baidu Tieba. Instead of Google, the Chinese use Baidu as their search engine. [3]. The go-to-market strategy should be adapted to these conditions. Web analytics services such as Similarweb provide information about the most visited websites in a particular country, which is useful for selecting platforms for social media marketing, contextual advertising, and search engine optimization.

The content of communication is an equally important factor in product promotion. The same message can create opposite impressions on the audience in different countries. Each of the marketing communication methods used should be tailored to local cultural and sociopolitical context. The company's task is to ensure that their communication does not include offensive messages. Moreover, a deep understanding of a country’s culture provides the company with an advantage. It can use this knowledge to create culturally relevant content considering local aesthetic preferences, communication styles, and traditions. This allows building a strong emotional connection between local users and the online service, fostering trust in the brand.

In summary, adapting an online service to the cultural context of a country is an essential part of a company's go-to-market strategy. Considering local linguistic and sociocultural characteristics plays a crucial role in the penetration of a product into a new market and its growth there. Adjusting a product helps eliminate communication and intercultural misunderstandings, build user loyalty, and create a positive company image, providing a significant competitive advantage.

REFERENCES

1. Chaudhary D. S., Dutt S., Gupta V. COLOUR SYMBOLISM ACROSS CULTURES: A DICHOTOMY BETWEEN GERMAN AND INDIAN CONTEXTS. International Journal of Social Science and Economic Research. 2021. Vol. 6, no. 5. P. 1545–1580. URL: https://doi.org/10.46609/ijsser.2021.v06i05.014 (date of access: 31.03.2024).

2. Neece D. The Misunderstood Swastika. Bartlesville Monthly Magazine. 2021. Vol. 12, no. 10. P. 48-49 URL: https://issuu.com/bartlesvillemonthly/docs/webbmonthly_oct21 (date of access: 31.03.2024)

3. We Are Social & Meltwater. Digital 2024 Global Overview Report. Datareportal. 2024. URL: https://datareportal.com/reports/digital-2024-global-overview-report (date of access: 31.03.2024)

MAZUROK Angelina,
Faculty of Trade and Marketing,
course 2, group 12, specialty 075 "Marketing",
State University of Trade and Economics,
Kyiv, Ukraine

Scientific supervisor
Nikolskaya Nina,
PhD in Pedagogy, Associate Professorof the Department
of Foreign Philology and Translation, SUTE

LANGUAGE AND INTERCULTURAL COMMUNICATION IN THE CONTEXT OF DIGITALIZATION

In modern conditions, communication between representatives of different cultures in society takes place between representatives of different cultures in society. In today's society, communication between representatives of different cultures takes place between representatives of different cultures in society. Undoubtedly, the unifying factor and the key to successful linguistic understanding between these representatives is and always has been knowledge of a foreign language. Digitalization is having a major impact on language and intercultural communication.

On the one hand, people from different cultures have come together, opening up new opportunities for communication and information exchange. On the other hand, digitalization has also brought new challenges, such as the spread of misinformation and hatred.

In the modern world, digitalization has penetrated all areas of our lives, including communication processes. One of the most important aspects of the digital era is language and intercultural communication. Communicating with people from other cultures and using a language other than your native language is not only relevant in the context of globalization, but is becoming necessary.

Below, we will look at the main challenges and benefits of language and intercultural communication in the context of digitalization.

Main challenges Language barriers: One of the biggest challenges in international communication is language barriers. In a world with more than 7000 languages, finding common ground can be difficult. Cultural differences: Cultural differences make a big difference in mutual understanding. Differences in ways of thinking, values, and behavioral norms can lead to misunderstandings and conflicts. Technological challenges: The use of digital means in communication can create technical obstacles, such as problems with Internet connectivity, platform instability, etc. Advantages of language and intercultural communication in the context of digitalization Global access to information: Digital technologies make information available almost anywhere in the world, which facilitates language and cultural exchange. Convergence of cultures: Thanks to the Internet and social media, people from different parts of the world can interact and share their culture and experiences. Learning and development opportunities: Digital tools, such as online courses and webinars, allow people to learn other languages and deepen their knowledge of other cultures.

The task of intercultural communication is to develop intercultural competence. Intercultural contacts is a complex scientific discipline. Intercultural communication is the understanding of other native speakers. In other words, it is understanding a foreign language when you speak it and being understood in it at the same time. It is about being understood when you speak a foreign language. Cultural globalization involves the formation of common norms and knowledge. Cultural globalization implies the formation of common norms and knowledge that people associate with their personal and collective identity.Cultural globalization involves the formation of shared norms and knowledge that people associate with their individual and collective identities. It leads to increased interconnection between cultures. The globalization of social development is caused by the following factors The globalization of social development is caused by the growing intensity of connections and relations in all spheres. They "bind" societies in the modern world and influence each other.

Conclusion. Digitalization opens up many opportunities for language and intercultural communication, but it also brings its own challenges. It is important to develop and implement strategies that will facilitate effective communication between different cultures and languages, thus ensuring mutual understanding and harmony in the global community.

REFERENCES

1. Все про глобалізацію. URL: https://uk.wikipedia.org/wiki/ (Дата звернення: 05.04.2024)

2.Міжкультурна комунікація. URL: https://uk.wikipedia.org/wiki (Дата звернення: 05.04.2024)

3. Інформаційний простір. URL: https://uk.wikipedia.org/wiki

4. Огуй О.Д., Мельник Р. М. Становлення концептосистеми «СТАРАННІСТЬ, ПРАЦЬОВИТІСТЬ»: новий аспект дослідження // Актуальні проблеми германської філології: матеріали III. Міжнар. наук. конф., присвяченої 70-річчю від дня народження проф., д.філол. н. В.В. Левицького (10 – 12 квітня 2008 р.). Чернівці: Книги – XXI, 2008. С. 198–201.

5. Welt: Die Welt. 2021 – 2022. Режим доступу: http://www.welt.de

MALYNKA Anastasiia,
Faculty of Trade and Marketing,
course II, group 7, specialty 075 "Marketing",
State University of Trade and Economics,
Kyiv, Ukraine

Scientific supervisor
Nikiforova Viktoriia,
Senior Lecturer, Department of Foreign Philology
and Translation, SUTE

DIGITAL TRENDS IN LEARNING UKRAINIAN BY POLES

The events of Russia's full-scale invasion of Ukraine on 24 February 2022 had a significant impact on the lives of not only Ukrainians, but also residents of neighboring European countries, particularly Poland. According to Nina Gregory, Executive Director of EASO, as of the end of October, 4.16 million Ukrainians were registered in the EU as beneficiaries

of temporary protection. At the end of 2023, 957 thousand Ukrainians were in Poland [2].

A large number of Poles helped Ukrainians both financially and morally, providing Ukrainian refugees with great support, shelter and employment. One of the major challenges in establishing effective communication was the language barrier. According to Dr Anna Budziak from the Institute of East Slavic Philology at the Jagiellonian University, the lexicon, i.e., the vocabulary of the Ukrainian language, overlaps with Polish by 70%. While most Poles understand Ukrainian on a basic level, the difference in the meaning of words and the sound of Ukrainian often leads to misunderstandings [4].

The main factors that motivate Poles to learn Ukrainian are:

- business, networking opportunities;
- interest in culture, language, people;
- family and personal relationships (partner, family, friends);
- volunteering and helping refugees;
- education and the possibility of easier learning of other Slavic languages.

Since the beginning of the full-scale Russian invasion, solidarity with Ukrainians has come to the fore. As a result, there has been a trend in Polish society towards learning the Ukrainian language. People are utilizing online platforms, websites, online textbooks, social media, and mobile applications to achieve this goal. Examples of such mobile applications include Duolingo, Babbel, and Ucz się języka Ukraińskiego. According to Duolingo, an online language learning platform, more than 1.3 million

people around the world started learning Ukrainian in 2022. To further support foreign workers and volunteers assisting Ukrainian refugees, Duolingo even created a database of key Ukrainian phrases and their pronunciations. Notably, Poland ranked 3rd in the world with the largest increase in users (1615%) that learned Ukrainian on the platform in 2022 [1].

Trending platforms for learning Ukrainian among Poles include Ukraiński.online, Preply, Buki.pl, e-korepetycje, Superproof, Italki, and others. Anastasia Herasymuk, the founder of Ukraiński.online, shared her observations on the topic of increasing interest in learning. According to her statistics, from October 1, 2020, to February 23, 2022, the Ukraiński.online website was visited by an average of about 23,000 users from Poland. However, after the onset of full-scale Russian aggression, the number of Polish visitors increased to over 311,000 people [1].

According to research carried out by grupainfomax, around 36.68 million Poles use the Internet in Poland. For comparison, the average daily surfing

time is 6 hours and 42 minutes. There are 27.5 million users of social media, and the largest number of Polish users are on Facebook, Messenger, Instagram and TikTok [5]. This widespread social media use, combined with its accessibility, ease of translation tools, and the relatively low time commitment required, makes it a booming trend for Poles learning Ukrainian.

People who wish to improve their Ukrainian language skills look for communication with native speakers on social media. They also subscribe to Ukrainian-language channels and websites, listen to songs, radio, and podcasts. This is confirmed by Mateusz Gurny, a cameraman for Polsat TV: "I enjoy listening to Bayraktar radio and watching Ukrainian films on Netflix. When I have time, I read speeches of Volodymyr Zelenskyy and translate them into Polish. And then my tutor and I check it all together." [1]. Examples of such online resources that can be a good source for learning are the Ukrainian Lessons Podcast by Anna Ohoiko, Petro The Ukrainian on TikTok, Inna Samoilova's YouTube channels "Speak Ukrainian", Learning Phrases with Chris & Friends [3]. One of the digital perspectives for learning Ukrainian is the usage of artificial intelligence. Such apps as LearnPal or Glossika will allow you to practice conversational speech with instant feedback, improve the listening skills and expand your vocabulary.

In sum, Russia's invasion of Ukraine has not only affected the political and humanitarian levels, but has also sparked a significant interest in the Ukrainian language among residents of neighbouring countries, particularly in Poland. Poles showed active solidarity and support for the Ukrainian people, which was reflected in their desire to learn Ukrainian. This has led to a trend of using online platforms, websites, online textbooks, social media and mobile applications as sources for effective Ukrainian language learning among Poles. One of the digital opportunities for language learning in the upcoming future is the use of artificial intelligence, which will significantly accelerate the processes of understanding and memorisation.

REFERENCES

1. Димидюк Д., Кириченко Ю. «Завдяки вивченню української я покращив свою польську»: як і чому поляки вчать українську мову? URL : https://naszwybir.pl/polyaky-vchat-ukrayinsku-movu/ (дата звернення: 03.04.2024)

2. Кравченко О. Кількість українських біженців у Європі за рік зросла на 320 тисяч осіб. URL: https://lb.ua/society/2023/12/26/590686_kilkist_ukrainskih_bizhentsiv.html (дата звернення: 03.04.2024)

3. Łohwynenko B., Tymoszenko J. Gdzie mogę nauczyć się ukraińskiego? URL https://www.ukrainer.net/nauczyc-sie-ukrainskiego/ (дата звернення: 01.04.2024)
4. Piotr Wojsznis. Język ukraiński ma więcej wspólnego z polskim niż myślisz. URL: https://pl.babbel.com/pl/magazine/jezyk-ukrainski-jezyk-polski (дата звернення: 02.04.2024)
5. Polewko A. Social media w Polsce i na świecie. Raport Digital 2023. URL: https://grupainfomax.com/blog/social-media-w-polsce-i-na-swiecie-raport-digital-2023/

MASLII Anastasiia,
Faculty of Economics, Management and Psychology,
course I, group 16, specialty 073 "Management",
State University of Trade and Economics,
Kyiv, Ukraine

Scientific supervisor
Zhurkova Olga,
PhD in Philology, Associate Professor of the Department
of Foreign Philology and Translation, SUTE

SOCIAL NETWORKS AS A TOOL OF INTERCULTURAL COMMUNICATION

As humanity invented social media and network, intercultural communication between people became much easier. Through intercultural communication people can gain knowledge about other cultures and maintain social connections while being in different parts of the world, thus social media makes world seemingly borderless.

Intercultural communication competences are generally defined as abilities of people to communicate and interact with other people from different cultural boundaries. Also it can be defined as the sharing of information on different levels of awareness between people from different cultural backgrounds. The intercultural communication has been existed since ancient times, when people had a need to interact with other people from other cultures and maintain contacts with other countries. However the insight of communication had been changed with the appearance of Internet. The popularity of intercultural communication among ordinary people has been gained as a result of social media’s development. In order

to understand the concept of this topic, social media as a term must be examined. Social media is a comprehensive term of "forms of electronic communication through which users create online communities to share information, ideas, personal messages, and other content" [1]. Social media consists of several conditional categories, such as social networks, media sharing networks, blogging and publishing networks, social messaging apps, bookmarking and content creation networks, discussion networks, review networks. Among all the above-mention groups, the only "Social networks" should be distinguished, as "Social media" and "Social networks" sound alike. Social network is alternatively a website or application that enables people to maintain personal and business relationships with one another by posting information, comments, and messages.

All users in the global net have different purposes of using social networks. First of all, many use them because of "the need of connection and interaction with other people. Referring to Maslow's (1954) Hierarchy of Needs, people desire to fulfill a sense of belonging through interaction with others. After obtaining physiological and safety needs, people subconsciously strive to achieve Maslow's third need: belonging. Social media provides this opportunity where people can communicate with others and belong to different networks via virtual communities on the Internet. In relation to interacting with others online, people use social media to gain knowledge and learn about different opinions and perspectives of issues, topics, and events. Most importantly, social media is used for socializing. It is a form of media that allows people to participate in conversations and online dialogue without being face-to-face with others" [2].

"Besides a study defined that people use social media also for information seeking, pass time, entertainment, relaxation, communicatory utility, convenience utility, expression of opinion, information sharing and knowledge about others ((Whiting and Williams, 2013)" [3]. Moreover, some "factors such as age and gender impact on reasons of usage of the tools. For instance, the research showed that gender difference exists in social media usage among young students. Men use it mostly for entertainment, while women use social media for communication and information purposes" [4].

The growth of social networks brought a huge impact on human communication. "Social networks not only influence the form and content of information, but it also affects how people perceive each other in the process of human communication, especially for those from different cultural or ethnic groups" [5]. "Besides being a practical tool in the spreading of messages, meanwhile, social media plays a significant role in

creating new forms of multicultural relations (Piechota, 2014, p. 38). Beyond being related concepts, social media and intercultural communication are related that affect and shape each other. For this reason, with the use of social media in intercultural communication, an adjustment and sense of community emerge. Adjustment is an essential factor in intercultural adaptation. In 2012 Sawyer has examined the interactions of migrants that arrived in America with social media in the process of adaptation to intercultural communication. According to this study, in the adaptation process to the American culture, migrants had explored a lot of information by using social media" [6]. Therefore social media consequently plays a significant role in intercultural adaptation. "In addition, another influential function of social networks is the development of sense of community. Intercultural communication creates sense of belonging and integration processes to the new culture, these processes are supported by social media, which are essential for their development"[6].

Summarizing all of the above, social networks play a fundamental role in intercultural communication by providing a place where people across the whole world can keep in touch regardless of the distance that separates them. Moreover we highlighted functions of social networks, which are consequences of implementation of social networks in intercultural communicational processes. Therefore social networks can be considered as the most efficient tools of intercultural communication.

REFERENCES

1. Merriam-Webster. URL: https://www.merriam-webster.com/dictionary/social%20media

2. Rebecca Sawyer (2012). The Impact of Social Media on Intercultural Adaptation.

3. Winda Monika, Arbi Haza Nasution, Salhazan Nasution (2019). The Role of Social Media on Intercultural Communication Competences 4. Hanna Krasnova, Peter Buxmann, Natasha F. Veltri, Nicole Eling (2017). Why Men and Women Continue to Use Social Networking Sites: The Role of Gender Differences. The Journal of Strategic Information Systems 26(4)

5. Chen, Guo-Ming. (2012). The impact of new media on intercultural communication in global context. China Media Research, vol. 8, no. 2, 2012, pp. 1-10.

6. Murat Seyfi, Deniz Güven (2016). Influence of new media on intercultural communication: an example of an Erasmus student.

MIROSHNYCHENKO Svitlana,
course II, group 2, specialty 035 "Philology",
State University of Trade and Economics,
Kyiv, Ukraine

Scientific supervisor
Soshko Oksana,
PhD in Philology, Associate Professorof the Department
of Foreign Philology and Translation, SUTE

HOW POLITICAL LINGUISTICS AFFECTS THE PSYCHOLOGY OF CITIZENS

A leader cannot exist without the people and the people cannot exist without a leader and clear rules. This equation has existed since tribal people, when certain group of people chose the head of their association. Since then, the interaction between the leader and the people has evolved into a comprehensive, branched field of activity and a science – politics. Obviously, nowadays politics is absolutely different from politics of the tribal people. However, something is still the same. Whoever is better has more power. This rule applies to both humans and animals. For example, the head of the lion group is the lion that proved to be stronger than the opponent in the battle. Something similar happens in politics. A politician who has more supporters among citizens has more influence. Winning supporters is a long and laborious process. Politicians use various methods throughout the process, the most common of which is talking.

In order to effectively influence citizens' opinions, shape their worldview in accordance with the goals and desires of the politician, and turn citizens against opposition forces, politicians engage various specialists who can help him with all of the above. Among such specialists are copywriters, psychologists, philologists, political linguists, public relations specialists, image experts, and many others. Such specialists have a good knowledge of language, its structure, principles and means, work with it as a tool of influence on a daily basis, and understand the importance of verbal and non-verbal communication. Modern politics is becoming too difficult for one person, so a politician usually forms a group of such specialists to advise him or her throughout the entire period of his or her political activity. Specialists can shape a politician's appearance, style, manner of communication, and behavior among other politicians or citizens. Given the availability of various platforms for disseminating their thoughts and views, such as television, magazines or newspapers, social

networks, and the Internet, a politician can simultaneously influence hundreds of citizens.

From the point of view of political linguistics, we are interested in the question of the manner of communication. How the use of different pronouns, phraseological units, metaphors, hyperboles, scientific terms or other linguistic means affects the perception of citizens of a particular politician.

We would like to point out that the tone of a politician's voice is important in perception. A politician who speaks in a lower tone and in a calmer manner inspires more credible and has, accordingly, more supporters. An example of such a politician is O. Arestovych. Whereas using a high pitch and energetic manner of communication can cause emotional excitement and even anxiety.

In the speeches of politicians, you can often hear the pronouns' I "and" we. " The use of "we" reflects the unity of the politician with society, while the use of "I" creates a completely opposite effect: the removal of the politician from society. Such a tool can be heard in the speeches of Yu. Tymoshenko. [3] The use of phraseology by a politician contributes to the feeling of "a person from the people," colors his speech with more emotional intonations and stylistic figures. A politician can cause a completely opposite attitude to himself by using a large number of inappropriate scientific terms or scientific terms without their explanations. The speech of such politicians is "dry," quite difficult for citizens to understand and can form a negative image of a politician. You can often hear or see the use of metaphors in the Ukrainian political infosphere. Usually, they are used in a negative context in order to illuminate certain characteristics of opponents in the right light. This helps to increase the authority of the politician and, accordingly, reduce confidence in the opponent. Metaphors point to similarities between two subjects, giving a new or unexpected aspect to understanding. For example, a chameleon politician can mean that a politician can easily change his or her views depending on the situation; politician-potter can mean that a politician shapes his or her image according to situations and the needs of society, and others.

More often than metaphors you can find hyperbole. The most famous hyperbole we consider the expression "it was a very difficult year," which can be heard in most New Year's speeches.

Another factor that we would like to emphasize in this work is the concept of "white noise". In politics, this concept characterizes a large amount of information that makes it impossible to understand and sort out which information is true and which is just fake. Next to this term we can

also mention the concept of "halo of uncertainty." A "halo of uncertainty" can occur when certain rumors about political decisions, conflicts, proposals, etc. are spread in society, but no politician provides confirmation or refutation. A good example is the uncertainty that existed before the 2019 presidential election, namely whether Volodymyr Zelenskyy will submit his candidacy. [1]

In the 21st century, the means of disseminating information have evolved so much that everyone can read the news, including political news. In this regard, we want to highlight another means of influencing the psychology of citizens. These are the so-called "bot farms". These are organizations that buy social accounts of citizens or create new ones, or create bots. For example, an important bill should be adopted and you understand that amendments to this bill violate the rights of citizens, but then you go to social networks and see unequivocal support for such amendments, which makes you doubt your position. For a better understanding of the concept of "bot farm" we recommend watching the eponymous Ukrainian series "Bot Farm."

Therefore, politicians can use any method to achieve their goals: gloss, words, expressions, appearance, etc. The greatest influence on psychology is precisely words, their combination, meaning, orientation, method of distribution. Do not believe politicians and check their words several times before believing.

REFERENCES

1. Гінзбург І. «Лінгвістичні прийоми маніпуляції свідомістю у текстах політичної реклами». Лінгвокомп'ютерні дослідження: зб. наук. праць / Донецький нац. ун-т ім. Василя Стуса; гол. ред. А. Загнітко. Вінниця: ДонНУ ім. Василя Стуса, 2022. Вип. 15. 137 с. С. 122-125. URL: https://r.donnu.edu.ua/bitstream/123456789/2430/1_2022.pdf#page=122

2. Голубєва Д. В. «Мовні та психологічні засоби впливу на свідомість аудиторії в промовах політиків». І Всеукраїнська Інтернет-конференція студентів та молодих вчених "Science and innovations in the 21st century" – 2021. С. 85-87. URL: http://www.tsatu.edu.ua/im/wp-content/uploads/sites/24/konf_2021_t3.pdf#page=85

3. Костюк Л. «Лексико-стилістичні особливості промов жінок-політиків». Лінгвокомп'ютерні дослідження: зб. наук. праць / Донецький нац. ун-т ім. Василя Стуса; гол. ред. А. Загнітко. Вінниця: ДонНУ ім. Василя Стуса, 2022. Вип. 15. 137 с. С. 125-128. URL: https://r.donnu.edu.ua/bitstream_2022.pdf#page=125

4. Павленко Н.О. «Роль ЗМІ у формування політичного дискурсу». Сучасність, наука, час. Взаємодія та взаємовплив. Матеріали другої всеукраїнської науково-практичної інтернет-конференсії 22-24 листопада 2006 року. Частина 2. Київ 2006. – С.49-52. URL: http://eprints.zu.edu.ua/6232/1.pdf

5. Пустовіт В., Додонова В.І. «Маніпуляція масовою свідомістю в інформаційному суспільстві». ІІ Міжнародна студентська науково-практична конференція «Дорожня карта інформаційно-телекомунікаційної сфери». – Збірка тез. – К: ДУТ, 2020. – 124 с. С. 89-90. URL: https://duikt.edu.ua/uploads/n_8478_36877760.pdf?file=n_8478_36877760.pdf#page=

NEREUTSKYI Nikita,
Faculty of Trade and Marketing,
course I, group 1m, specialty "Applied Linguistics",
State University of Trade and Economics,
Kyiv, Ukraine

Scientific supervisor
***Shevelko Kateryna,** PhD in Pedagogy,*
Associate Professor of the Department
of Foreign Philology and Translation, SUTE

FORMATION OF ACADEMIC INTEGRITY

Academic integrityis a common question in the scientific community. That is why the problem of academic integrity formationin institutions of higher education needs to be solved in detail. According to The Tertiary Education Quality and Standards Agency of Australia, academic integrity is the expectation that teachers, students, researchers and all members of the academic community act with:honesty, trust, fairness, respect and responsibility [2].

Let's make a focus on the questionof the basic aspects of academic integrity. It includes such important aspects as intellectual honesty, copyright compliance, proper citation. These principles are defined as ethical norms of behavior that students, teachers and researchers must follow in an academic environment. In this case we could make a think over why the academic integrity is so important and what the impact of violations of academic integrity is.Violations of academic integrity, such as

plagiarism, falsification of data, and other forms of scientific dishonesty have serious consequences for both individual researchers and the scientific community as a whole. This can lead to a loss of trust in science, a decrease in the authority of a scientific institution and the deprivation of the possibility of further scientific work.Itis a problem for the society of the scientists and also it can lead to a possibility of becoming conventional among students and teachers. Addressing these challenges requires a large-scale effort by universities, academic journals, funding and organizations.

So let us move to one of the most important questions on the issue – what the reasons of violating the rules of academic integrity are. There are few most common reasons of this problem among students. Mainly it is a high level of the peer pressure [1]. Peer pressure can have a significant impact on students in many ways. There are some big problems that can contribute to academic integrity violations:

1. Competition between the students. The desire of getting the highest mark could induce the student to break the rules of academic integrity. In this case the student is not going to get the knowledge from the material he/she is working on.

2. The students could feel the fear of the fail. The fear is the powerful psychological mechanism which could control the mind of the person. That's one of the reasons why the student could be academically dishonest.

3. The culture of academic integrity between the students. It's also the question of psychological effect. It is hard to follow therules when one’s friends and colleagues are breaking them. It is the problem of social thinking and it is generallyfound hard to be fixed.

All of these aspectscould also concern pressure from the family and the teachers. Besides, significant number ofstudents are found being unaware of the consequences of breaking the rules of academic integrity. Let us look at the factors that can influence the way of forming academic integrity among students [3].The problem may be caused by some factors that took place at the person’s young age and that is why we have to make a focus on forming the academic integrity by working with the students:

1. First of all, cheating should be defined clearly. The students have to understand clearly the rules of building the academic process and the consequences of breaking them.

2. The educational system can try making an accent on getting the knowledge rather than high marks. This could help develop the students’ inner motivation and have a positive effect in the process of the problem solution.

3. Creating the assignments where a student has to use his/her own experience. As people think differently and everyone’s mind and thoughts

are unique,thisapproach could help studentsto avoid violating academic integrity.

In conclusion, we can truly understand that it isa difficult topic for discussion andsolving the problem of the violating can appear much harder. It is a long way of altering the social ways of thinking, working with thepsychology of students/teachers/scientists and changing the educational process. But by the following advice and hard work we have a chance toget the results.

REFERENCES

1. Northern Illinois University//Causes of academic dishonesty. URL: https://www.niu.edu/academic-integrity/students/causes/index.shtml#:~:text=one%20of%20the%20most%20common,their%20social%20and%20academic%20lives.

2. TEQSA // What is academic integrity. URL: https://www.teqsa.gov.au/students/understanding-academic-integrity/what-academic-integrity

3. University of Washington // Creating a culture of academic integrity URL:https://teaching.washington.edu/course-design/academic-integrity/

OHNIANYK Anton,
Faculty of Hotel and Restaurant Business,
course II, group 4, specialty 035 "Philology",
State University of Trade and Economics,
Kyiv, Ukraine

Scientific supervisor
Pryma Viktoriia,
PhD in Philology, Associate Professor of the Department
of Foreign Philology and Translation, SUTE

GLOBALIZATION AND ECONOMIC CHALLENGES IN THE DIGITAL SOCIETY

Introduction: The digital society, where information and communication technologies (ICT) play a pivotal role in all aspects of life, creates new opportunities and challenges for the economy and globalization. This report explores some of these challenges, focusing on their impact on

developing countries like Ukraine. Globalization Challenges: Digital technologies can exacerbate existing inequality between countries, regions, and individuals. Access to ICT, digital skills, and infrastructure is unevenly distributed, which can lead to the marginalization of those who lack access to them. Brain Drain: Developing countries may face a brain drain in ICT as talented professionals seek better opportunities in developed countries. Loss of Data Control: Growing dependence on digital technologies can lead to a loss of control over data, which can have negative implications for confidentiality, sovereignty, and national security. Economic Challenges: Digital technologies automate many tasks, leading to job losses in some sectors. On the other hand, new ICT-related jobs emerge, requiring new skills and qualifications. Decreased Tax Revenues: The growth of the digital economy may lead to decreased tax revenues for governments, as transnational corporations may shift profits to low-tax countries. Need for Investment: The development of the digital economy requires significant investment in infrastructure, education, and research. Recommendations. Invest in Digital Infrastructure: This includes expanding access to the Internet, developing broadband communication, and establishing digital centres. Develop Digital Skills: This can be achieved through modernizing educational programs, training workforce, and upskilling. Promote Digital Inclusivity: This includes measures to ensure access to ICT for all people, regardless of their income, education, location, or other factors. Create a Favorable Environment for Innovation: This includes developing policies that stimulate investment in research and development and protect intellectual property. Collaborate Internationally: Countries need to collaborate to address common challenges related to the digital economy, such as cybersecurity, taxation, and regulation. Impact on Ukraine: Like other developing countries, Ukraine faces numerous challenges associated with digital transformation. These include Unequal Access to ICT: Access to the Internet and digital devices in Ukraine remains lower than the European average. Lack of Digital Skills: Many Ukrainians lack the necessary skills to work with digital technologies. Brain Drain in ICT: Ukraine loses many talented ICT professionals who go to work in other countries. Need for Investment: Ukraine requires significant investment in digital infrastructure, education, and research.

Development of a digital strategy: The government of Ukraine should develop a comprehensive digital strategy that addresses issues of inequality, skills shortages, brain drain, and the need for investment. This strategy should include specific goals, indicators, and action plans. Investment in digital infrastructure: Ukraine needs to invest in expanding access to broadband internet, especially in rural areas. It is also necessary

to develop digital centers and other infrastructure facilities needed for the digital economy.Support for the development of digital skills: The government should collaborate with educational institutions and the private sector to modernize educational programs and develop upskilling programs. This will help ensure a workforce equipped with the necessary digital skills.Promotion of innovation and entrepreneurship: The government can stimulate investment in research and development by offering tax incentives and grants. It is also necessary to create a favorable environment for the development of startups and small businesses working in the field of digital technologies. Data protection and cybersecurity: Ukraine needs to develop legislation and policies to protect the personal data of citizens. Measures should also be taken to enhance the cybersecurity of critical infrastructure. International cooperation: Ukraine should cooperate with international organizations and other countries to address common challenges related to the digital economy. This may include exchanging best practices, joint investment in infrastructure, and joint efforts to combat cybercrime. Conclusion: The digital society creates both opportunities and challenges for Ukraine. By taking the measures recommended in this report, Ukraine can leverage the benefits of digital transformation and minimize risks. By developing the digital economy, Ukraine can create new jobs, improve living standards, and strengthen its position in the globalized world.

Impact of COVID-19 on Digital Transformation: The COVID-19 pandemic has significantly accelerated digital transformation in Ukraine, as well as worldwide. This has led to:Increase in the use of online services: More people have started using online services for work, education, communication, and shopping. Growing importance of digital infrastructure: It has become clear that reliable digital infrastructure is crucial for the economy and society. Increase in investments in digital technologies: Governments and the private sector have begun investing more in digital technologies. Challenges related to COVID-19: The pandemic has also created new challenges for digital transformation, such as: The pandemic has exacerbated existing inequalities in access to ICT and digital skills. Cybersecurity issues: The increased use of online services has led to a rise in cybercrime. Need for adaptation to new conditions: Governments and businesses have had to quickly adapt to new conditions arising from the pandemic. Recommendations: Governments should take measures to ensure access to ICT and digital skills for all people, regardless of their income, education, location, or other factors. Enhance cybersecurity: Governments and businesses need to take steps to protect their systems and data from cyberattacks. Support innovation:

Governments should stimulate investments in research and development of new digital technologies. Promote digital inclusivity: Governments should take measures to ensure that everyone can benefit from the advantages of digital transformation. Conclusion: Digital transformation is an important process that can bring many benefits to Ukraine. By taking the measures recommended in this report, Ukraine can leverage the benefits of digital transformation and minimize risks.

Global Conclusions on Globalization and Economic Challenges in the Digital Society: Digital technologies can exacerbate existing inequality among countries, regions, and individuals. This may lead to the marginalization of those who lack access to ICT, digital skills, and infrastructure. Brain Drain: Developing countries may face brain drain of skilled ICT professionals as talented individuals seek better opportunities in developed countries. Loss of Data Control: Increasing dependence on digital technologies can result in loss of control over data, which may have negative implications for confidentiality, sovereignty, and national security. Shift in Labor Market Structure: Digital technologies automate many tasks, which can lead to job losses in certain sectors. On the other hand, new jobs related to ICT emerge, requiring new skills and qualifications. Decrease in Tax Revenues: The growth of the digital economy may lead to reduced tax revenues for governments, as transnational corporations may shift profits to low-tax countries. Need for Investment: The development of the digital economy requires significant investment in infrastructure, education, and research. Recommendations: This includes expanding access to the Internet, developing broadband connectivity, and establishing digital centers. Develop Digital Skills: This can be achieved through modernization of educational programs, workforce training, and skill enhancement.

Promote Digital Inclusivity: This involves measures to ensure access to ICT for all people, regardless of their income, education, location, or other factors. Create a Favorable Environment for Innovation: This includes developing policies that stimulate investment in research and development, as well as protecting intellectual property. Collaborate Internationally: Countries should collaborate to address common challenges related to the digital economy, such as cybersecurity, taxation, and regulation. Importance of Collaboration: No single country can address these challenges alone. Joint efforts of governments, the private sector, civil society, and international organizations are needed. The Future of the Digital Society: The digital society has the potential to improve people's lives worldwide. However, to achieve this, the challenges mentioned above need to be addressed.

OLIINYK Vlada,
Faculty of Trade and Marketing,
cource I, group 1m, specialty 035 "Philology",
State University of Trade and Economics,
Kyiv, Ukraine

Scientific supervisor
Tsyhanok Olha,
Doctor in Philology, Professor,
Professor of the Department of Foreign Philology
and Translation, SUTE

PARADIGMATIC RELATIONS IN THE MILITARY VOCABULARY OF BBC NEWS

Paradigmatic relations are traditionally defined as relationships between words based on the commonality or oppositeness of their meanings. They describe the relationships between words that can replace words of the same part of speech (for example, replacing a noun with another noun). Paradigm in this sense refers to the vertical axis of word selection [2, p. 240].

The analysis of paradigmatic relations in the BBC News military vocabulary, which is presented in BBC News [1], helps to more fully perceive and understand information, allows a deeper analysis of the views and positions presented in the media. Therefore, readers and listeners of the War in Ukraine section can better understand the context and essence of the news, better understand the war in Ukraine. The study of paradigmatic relationships in the military vocabulary also allows to reveal the peculiarities of the use of terminology and its evolution over time. This can be useful for identifying trends in speech and awareness of changes in perception of military events. Paradigmatic relationships in the analyzed military vocabulary reveal synonymous, antonymic and hypero-hyponymic relations.

The study of synonymous relations in BBC News military vocabulary makes it possible to better understand how the media portrays the war, which aspects of these events they emphasize or, on the contrary, hide. Such an analysis also allows us to identify trends in the use of terminology and its changes depending on the situation on the front or changes in the political context. In particular, the study of synonymous relationships can reveal the most used and important terms that help journalists convey information more accurately and efficiently. We

selected the following synonymous series: Military boost, military support, military aid, defence aid, defence cooperation; Forces, troops, army; Offensive, offensive operation, advance, assault, breakthrough; Shelling, hit, strike, fire, firing, bombing; Losses, casualties, victims; Invasion, incursion; Battlefield, scene of fighting; Defence line, line of defence, defensive position, defensive line, trench line, defensive hab; Battle, fight, fighting, skirmish, attack; Storage centre, inventory, arsenal, weapons depot; Military, serviceman, soldier; Weapons, arms, weaponry, arming; Military vehicles, military hardware, military equipment etc. [1].

Examining antonymic relations in military vocabulary helps to reveal opposites in views and approaches to warfare. The consideration of antonymous concepts reflects different approaches to military activity, which may be opposite in nature and goals. In the military vocabulary of BBC News, the main opposition is Ukraine's, Ukraine, Ukrainian – Russia's, Russian (troops, arms, forces, artillery, air force, air defense, etc.). Among the opposite pairs, we distinguished offensive – counter-offensive (counteroffensive), offensive – withdrawal, offensive – retreat, attack – counterattack, military – civilian, military – civilian population, invasion – setback, victory – defeat, etc. [1].

The study of hypero-hyponymous relations in military vocabulary allows to gain a deeper understanding of the hierarchy of concepts and their use to describe various aspects of war. This aspect of the analysis helps not only to establish connections between different terms, but also to determine the general and specific characteristics of the concepts, to emphasize their importance in the formation of the concept of war. Hyperonyms such as war represent general and more abstract concepts that cover a wide range of military events and strategies. Hyponyms, such as attack, defense, etc., define specific aspects of military activity. The study of hypero-hyponymic relations contributes to the classification of military terminology, which is important for the analysis of vocabulary as a system. This makes it possible to present information more effectively, and also contributes to the development of a specialized vocabulary. In the military vocabulary of BBC News, strategy is in hypero-hyponymous relations with the term war of attrition strategy, tactic is a hyperonym for the hyponyms tactic of sending in waves of men, human wave tactic, ‘scare tactics’. In hypero-hyponymic relationships are firing – shooting, barrage – barrage fire, gunfire – artillery fire [1]. Common names and models (modifications) of weapons also create a hypero-hyponymous group. Common names of missiles: missile, missile systems, rocket. Proper names: M142 High Mobility Artillery Rocket System or Himars, ATACMS missile, Nasams (National Advanced Surface-to-Air Missile System) etc. Common name:

tank, proper names Abrams tank, Challenger 2 tank, Challenger 2, German Leopard tank, Challenger 2 battle tank, etc. [1].

Thus, the study of paradigmatic relations is an important component of the analysis of military vocabulary as a (micro)system.

REFERENCES

1. BBC News. War in Ukraine. URL: https://www.bbc.com/news/war-in-ukraine

2. Babîră, E., & Usatîi, L. (2023). Relations between lingual units. Scientific Collection "InterConf", (152), 238–243. Retrieved from https://archive.interconf.center/index.php/conference-proceeding/article/view/3157

PERSHEHUBA Tetiana,
Faculty of Trade and Marketing,
course V, group 2M3, specialty 035 "Philology",
State University of Trade and Economics,
Kyiv, Ukraine

Scientific supervisor
Tsymbalysta Oksana,
Associate Professor of the Department
of Philological Sciences, SUTE

LINGUISTIC FEATURES OF POLITICAL COMMUNICATION IN THE DIGITAL AGE: A COMPARATIVE ANALYSIS OF UKRAINE AND THE UNITED STATES

The linguistic means of communication between Ukrainian and American politicians in the context of digitalization. In the modern era, digital technologies have transformed the landscape of political communication, significantly changing the way political leaders interact with their constituents and the global community [3, p. 160].

The rise of digital communication channels has created new opportunities and challenges for political leaders. Political leaders can now reach wider audiences and connect with citizens more directly and interactively. But the fast-paced and ever-evolving digital environment requires politicians to adapt their linguistic strategies and communication styles to resonate with diverse audiences across various platforms. In this

rapidly changing landscape, it is crucial to examine the linguistic means employed by politicians to effectively communicate their messages, build rapport with their constituents, and navigate the complexities of digital discourse. In the context of the Russian invasion, the language of the Ukrainian government has become more direct, emotional, and unifying [2, c. 39]. President Volodymyr Zelenskyy uses simple but powerful language to call for unity and resilience. His social media messages emphasize the patriotism and dignity of the Ukrainian people. American politicians, on the other hand, often use a more diplomatic and restrained tone in their communication[4, c. 142]. President Joe Biden emphasizes the importance of international cooperation and adherence to democratic values. There are some common trends in the linguistic means of both countries. Politicians are actively using social media, such as Twitter, Facebook, and Instagram, to communicate directly with their constituents and the global community. They rely on short, clear messages with simple vocabulary and emotionally charged expressions to convey their position in a concise and understandable way[3, c. 161].

This tendency to use short but to-the-point messages is due to the nature of social media, where users' attention spans are limited and information must be easy to understand and remember. Politicians in both countries use concise but meaningful language, which allows them to effectively convey their ideas and positions to a wide audience. The use of social media also facilitates direct interaction between politicians and the public, as they can receive direct feedback in the form of comments and reposts from their supporters and critics. There is a trend toward more personalized and emotional communication. Politicians often turn to personal stories, memories, and experiences to establish an emotional connection with their audiences and make their messages more authentic and convincing [5, c. 72]. President Zelensky regularly shares his experiences and impressions of events related to the war in Ukraine. They use emotionally charged vocabulary and descriptive metaphors to convey their experiences to the audience and emphasize the human dimension of the conflict[2, c. 40]. President Biden also frequently resorts to personal stories and memories, especially when it comes to issues such as fighting poverty, racism, or health care. He shares his experiences and the challenges he has faced in life to demonstrate his understanding of the problems of ordinary Americans and his determination to solve these issues. The use of personalized elements and emotional connection in political communication allows leaders to create an image of a genuine, sincere personality, not just a statesman. This helps them resonate better with the audience, inspire trust and build loyalty among their supporters.

Intercultural communication is becoming increasingly important in the digital world. Politicians need to be careful with their language to avoid cultural misunderstandings and offenses. The use of translators and the adaptation of messages to different audiences is becoming more common.

REFERENCES

1. Зернецька, О. В. (2019). Глобальна цифровізація як виклик суспільству: нові тенденції та виміри комунікації. Міжнародний науковий журнал «Інтернаука», (15), 20-27.

2. Парасюк, І. Л. (2020). Лінгвопрагматичні особливості спічів Президента України Володимира Зеленського. Вчені записки ТНУ імені ВІ Вернадського. Серія: Філологія. Соціальні комунікації, 31(70), 37-41.

3. Романченко, А. П. (2021). Лінгвальні особливості політичного дискурсу в соціальних медіа. Наукові записки Національного університету «Острозька академія». Серія «Філологія», 11(79), 159-162.

4. Рижикова, Ю. О. (2022). Лінгвістичні особливості політичного дискурсу Джо Байдена. Науковий вісник Міжнародного гуманітарного університету. Серія: Філологія, 52, 140-144.

5. Шевченко, Л. І., & Дергач, Д. В. (2020). Мовна комунікація в цифровому суспільстві: лінгвістичний аспект. Вісник Харківського національного університету імені ВН Каразіна. Серія «Філологія», (84), 70-78.

6. Baider, F. H. (2018). Linguistically motivated hatred, language dehumanization and media disinformation in the era of cyber-hate. In Cyber-Maritime Crime (pp. 93-111). Springer, Cham.

7. Morozova, O. (2017). "Divisive" and "Deceptive" Language of Virtual Diplomacy. Changing Societies & Personalities, 1(1), 41-55.

PISHCHANA Olena,
Faculty of restaurant, hotel and tourism business,
course I, group 17-a, specialty 242 " Tourism and recreation",
State University of Trade and Economics,
Kyiv, Ukraine

Scientific supervisor
Magden Oksana,
Senior Teacher of the Department
of Foreign Philology and Translation, SUTE

DIGITAL ETIQUETTE UNDER THE DEVELOPMENT OF INFORMATION TECHNOLOGIES

Starting with the earliest times, namely birth of life on Earth, people gradually learned to work, think, cognize themselves, but it was communication that became the major tool of development. Even in ancient times, a number of beginning philosophers put forward a variety of theories and guessworks about making human speech convenient. Thus, Aristotle listed a set of values which included honesty, respect, kindness and reliability. Socrates became a founder of a new way of communication – dialectics. Cicero's work on rhetoric also demonstrated essential thoughts about politeness as the key to social interaction.

Then, in the course of time and along with further evolution of the world, modern-day scholars started their own research suggesting the notion of communication as an independent field of development. Understanding the importance of implementing a convenient and positive touch, scientists proposed a new concept of ‘etiquette’. Etiquette is a set of generally accepted rules of behaviour existing for a person’s comfortable stay in society. Ukrainian researchers, such as M. Stakhiv, Yu. Palekha and others have also included different aspects of etiquette within the scope of their research interests [3], [5]. Constant and rapid development of the world, growing demand for information technologies, introduction of new AI systems to all possible spheres of life have led to the need of setting boundaries not only during offline, but online communication as well, which later got the name of ‘digital etiquette’. ‘Digital etiquette’ is defined as demonstration of respect while communicating on the Internet. In other words, it can be interpreted as avoiding offensive and hostile forms of expressing ourselves on the Internet and also respecting the feelings and opinions of others. Digital etiquette is more than just being kind on the Internet. It can be understood as clarification of politeness and healthy

debate when struggling to preserve the social structure throughout the online world. Some of the peculiarities of the given issue (namely, establishing the level of communicative speech culture and the effectiveness of online and offline communication) have extensively been analysed by V. Lutsenko [4], I. Dyshkant [1], and L. Remnyova and T. Zabashtanska [2], [3].

Nowadays, in the modern digital world solving some significant questions, encouraging people to work, signing essential documents and even the vast majority of educational processes and events trivially take place using the well-known Internet network. For instance, very often employers or businesspeople seek for information or recommendations about a new employee on the Internet. Thus, unprofessional use of the net can cost even potential business opportunities and job offers.

In the context of informatization of education and under the recent conditions of covid restrictions and war, schoolchildren and students are forced to adapt to a new format called e-learning (or in some cases even partial asynchronous learning). Therefore, introduction of such recent systems as the New Ukrainian School and the All-Ukrainian Online School is timely. Using these digital novelties, children have been actualizing the importance of learning digital etiquette as a separate component of education from their childhood years.

Currently, digital etiquette is considered an integral feature of communication in the modern society. An increasing number of Internet-users is showing a great interest in learning the general rules of digital etiquette. It will be useful to know about the most important of them. So:

1) Be kind and respectful during the communication with other users on the Internet. The most important feature is your tone, namely: the words chosen by users cannot always convey the desired message, so it is better to use the appropriate language when communicating with a respectable person.

2) Think before you post. Take a few minutes to think about what exactly you are going to say before you post it.

3) Listen to others carefully and make sure you can understand the emotional, social and cultural context of your interlocutors.

4) Be truthful. It is better to assure yourself that your statements and messages are based on facts and generally accepted truths.

5) Avoid abusive language. Be careful with your words and don't use derogatory terms or offences when communicating online.

6) Be sure to be mindful of other people's privacy rights when you're online. Never share private information about yourself or others.

So, taking into account the current development of IT technologies, digital etiquette is becoming more and more popular among Internet-users. In general, it can be considered as one of the most significant features of today's communication. Digital etiquette is in demand not only in work situations or during education processes, but it is also required for ordinary online communication, for example, between friends or acquaintances. Consequently, there has been presented an attempt to analyse the emergence of ethics as a separate concept, transition from ordinary ethics to digital, importance of digital etiquette, as well as the basic rules of behaviour of a person on the Internet.

REFERENCES

1. Дишкант І. Цифровий етикет у діловому спілкуванні. Матеріали III Міжнародної студентської науково-технічної конференції «Природничі та гуманітарні науки. Актуальні питання», 23–24 квітня 2020 року. Тернопіль : ТНТУ, 2020. С. 154. Retrived 4 April 2024 from https://elartu.tntu.edu.ua/bitstream/lib/32089/2/PGNAP_2020_Dyshkant_I-Digital_ethics_in_business_154.pdf

2. Забаштанська Т., Ремньова Л. Диджитал-етикет у сучасних бізнес-комунікаціях та в управлінні персоналом. (2023). Проблеми і перспективи економіки та управління, (2(30)), 32-43. Retrived 4 April 2024 from https://doi.org/10.25140/2411-5215-2022-2(30)-32-43

3. Конюкова І., Сидоровська Є. Цифровий етикет комунікативної культури XXI століття. Вісник Національної академії керівних кадрів культури і мистецтв : наук. журнал. 2021. ғ 1. С. 26-30. Retrived 4 April 2024 from https://elib.nakkkim.edu.ua/bitstream/handle/123456789/3270/.pdf?sequence=1&isAllowed=y

4. Луценко В. Деякі аспекти комунікативної культури в дистанційному середовищі. Теорія та методика управління освітою. 2008. Вип. 8. Retrived 4 April 2024 from http://umo.edu.ua/images/content/nashi_vydanya/metod_upr_osvit/v_6/16.pdf

5. Стахів М. Комунікативний етикет як складова професійної компетентності педагога. Педагогіка і психологія професійної освіти. 2014. № 4 – с. 87-96. Retrived 4 April 2024 from http://nbuv.gov.ua/UJRN/Pippo_2014_4_12

POZNIAKOV Denys,
Faculty of Trade and Marketing,
course II, group 3, specialty 035 "Philology",
State University of Trade and Economics,
Kyiv, Ukraine

Scientific supervisor
Pryma Viktoria,
PhD in Philology, Associate Professor of the Department
Of Foreign Philology and Translation, SUTE

MEDIA MANIPULATION METHODS: ANALYZING THEIR IMPACT ON PUBLIC OPINION FORMATION

Modern media play a pivotal role in shaping public opinion and beliefs. They do more than just inform the audience about world events; they shape the perception of these events. However, with the growing influence of media, concerns about their ability to manipulate public opinion through selective information presentation, emotional coloring of news, and other techniques have also grown. This analysis explores the manipulation methods employed by domestic and foreign media to influence public opinion, revealing their potential and consequences.

Main Manipulation Methods:

1. Selective Presentation of Facts

One of the most common manipulation methods is the selective presentation of facts. Media may highlight certain events while ignoring others, or give preference to one viewpoint, minimizing alternative perspectives. This creates a biased reality perception, leading to public opinion favoring specific political forces or ideologies.

2. Emotional Coloring

Emotions are a powerful tool for influencing how people perceive information. Media often use emotionally charged words, images, and video materials to provoke specific feelings–fear, sympathy, anger, or pride. This encourages the audience to react emotionally rather than critically analyze the information.

3. Repetition

Repetition is an effective way to reinforce certain information in people's minds. The more frequently media repeat a certain piece of information or viewpoint, the more it is perceived as truthful. This method is often used to form steadfast beliefs or stereotypes.

4. Framing

Framing involves presenting information in a way that defines the context of how the audience perceives this information. Through framing, media can focus attention on certain details of an event while other aspects remain in the shadows. Such presentation guides public perception in a desired direction.

5. Consequences of Media Manipulation

Media manipulation has far-reaching consequences for democracy and public trust. It can distort democratic processes, affecting electoral decisions and the formation of political views. Long-term exposure to biased information can lead to societal polarization, decreased trust in media, and erosion of democracy's foundations.

Conclusion:

Analyzing the manipulation methods used by domestic and foreign media underscores the need for critical information consumption and the development of media literacy among the population. Understanding these techniques and their impact on public opinion formation is a crucial step towards creating a more informed and critically thinking society capable of resisting manipulations and supporting a healthy democracy.

REFERENCES

1. Українські медіа та війна. Підсумки моніторингів ІМІ 2022 року: Це дослідження від Інституту масової інформації висвітлює, як війна вплинула на трафік українських медіа, зокрема на збільшення аудиторії у першому кварталі 2022 року. Також обговорюються теми, як-от «джинса» (замовні матеріали) і зміна змісту замовної реклами на тему війни (Інститут масової інформації).

2. Українські медіа та війна. Підсумки моніторингів ІМІ 2023 року: У цьому дослідженні за 2023 рік описується, як зростання прихованої реклами, пов’язаної з гральним бізнесом, впливає на медійний простір, а також детально розбираються випадки дезінформації та маніпуляцій у звітності про здоров’я (Інститут масової інформації).

3. Українські медіа: проблеми та перспективи: Аналіз від «Детектор медіа» розкриває проблеми, з якими стикається українська журналістика, включаючи тиск на журналістів-розслідувачів та вплив російської пропаганди (detector.media).

4. Українські медіа, ставлення та довіра у 2023 році: Дослідження «Детектор медіа» виявило, що більшість українців використовують смартфони для перегляду новин і висловлюють високий рівень довіри до інформації від Генерального штабу ЗСУ/Міністерства оборони.

Також розглядаються питання дезінформації і вміння аудиторії розрізняти правдиву інформацію (detector.media).

5. Kahneman, D. (2011). Thinking, Fast and Slow. Farrar, Straus and Giroux. Книга розглядає, як емоції та інтуїтивне мислення впливають на прийняття рішень та формування думок, включаючи вплив медійного змісту.

ROZHKOVA Yuliia,
Faculty of Trade and Marketing,
course I, group 15, specialty 075 "Marketing",
State University of Trade and Economics,
Kyiv, Ukraine

Scientific supervisor
Pryma Viktoriia,
PhD in Germanic Languages, associate Professor
State University of Trade and Economics

THE IMPACT OF AI ON THE LABOR MARKET

The emergence of artificial intelligence (AI) and its rapid development has worried many experts around the world. They warned that the labor market will change drastically soon, because the need for people in some professions will simply disappear after the appearance of fully automated systems.

This topic has generated much interest and controversy, highlighting the importance of careful research and analysis to understand the likely implications for the employment sector. AI improves society by increasing its digitization because it can perform various tasks skillfully and with minimal errors unlike humans. Artificial intelligence automation of repetitive tasks such as factory work, data entry, and customer service could lead to job losses in these fields. AI is transforming many other professions, changing their essential tasks and requiring new skills and competencies. Example:

• Doctors: AI has the potential to fundamentally change the way we approach healthcare, from improving diagnosis and treatment to improving medical research and analysis. With the help of artificial intelligence, healthcare providers can provide more accurate and efficient care to patients, making healthcare more affordable and accessible. Artificial intelligence technology holds significant promise for solving some of the

biggest challenges facing the global healthcare industry, including reducing wait times for patients and increasing efficiency in hospitals and healthcare systems. In fact, by 2030, AI could add up to $15.7 trillion to the global economy. Artificial intelligence helps doctors make faster decisions by instantly comparing a patient's symptoms with massive databases of similar cases from around the world. This can help to speed up diagnosis when time is critical or a disease requires rapid action.

Although there are still challenges to be solved, including how to ensure the ethics and fairness of these approaches, there is no doubt that artificial intelligence can revolutionize health care with lower costs. As we continue to introduce such forward-looking technologies into our healthcare system, we are sure to see new opportunities for both patients and providers.

• Lawyers: AI can help lawyers in research work, document analysis and predicting the outcome of court cases. Document automation: AI can be used to automate the processes of creating and processing legal documents. It can generate contracts, agreements, claims, etc., based on certain templates and requirements, which speeds up lawyers' work processes and reduces the possibility of errors.

• Legal data analysis: AI can be used to analyze large amounts of legal data, including court decisions, precedents, legal acts and other sources of information. It can highlight key facts, identify dependencies between court decisions, advise lawyers on the likely outcome of court cases, and provide support in the decision-making process.

• Virtual assistants and consultants: AI can be used to create virtual legal assistants or consultants that provide legal support and advice to users. They can answer questions about legal procedures, provide information about rights and responsibilities, and help understand complex legal issues.

• Risk prediction: AI can be used to predict risks in legal cases and help determine the likelihood of success in legal proceedings. He can analyze previous court decisions, assess the strengths and weaknesses of the case, and make recommendations to achieve the best outcome.

AI is not only changing the jobs that already exist, but it is also creating new types of jobs that require skilled workers. Some examples of such areas are: AI development involves different roles, such as machine learning engineers who design algorithms that learn and refine data, data scientists who collect and analyze data for AI systems, AI ethicists, who establish ethical principles and guidelines for artificial intelligence, and Robotics Engineers, who create AI-controlled robots capable of performing a variety of tasks.Data analytics work across the spectrum of data collection, cleansing, and inspection to generate useful insights. It

includes data analytics, data scientists who develop and apply statistical and machine learning algorithms to find patterns in data, data visualizers who transform data into understandable, insightful visual formats, and business analytics who work with data to enable better decision-making.

The impact of artificial intelligence is significant.It can be both positive and negative. But it can be both positive and negative.A well-thought-out policy, investments and individual initiatives help can make maximum use of the opportunities provided by artificial intelligence and minimize its negative aspects consequences.

REFERENCES

1. Галицький А. Не шкодить, а допомагає? Як штучний інтелект насправді змінює ринок праці. Новини економіки | Pro Groshi. URL: https://economics.progroshi.news/news/economics/makroekonomika/ne-shkodit-a-dopomagaye-yak-shtuchniy-intelekt-naspravdi-zminyuye-rinok-praci-13028.html

2. Zilberman A. Як ШІ змінює медичну галузь? ФЕЙСЕР. URL: https://www.facerua.com/iak-shi-zminiuie-miedichnu-ghaluz/

3. ШТУЧНИЙ ІНТЕЛЕКТ ЧИ ЮРИСТ – ХТО КРАЩИЙ? Prikhodko.com.ua. URL: https://prikhodko.com.ua/my-i-zmi/my-i-zmi/stattya/shtuchnyj-intelekt-chy-yuryst-hto-krashhyj/

SBEHAT Jomana Nimer,
Faculty of Trade and Marketing,
course I, group 5, specialty 073 "Management",
State University of Trade and Economics,
Kyiv, Ukraine

Scientific supervisor
Iryna Zvarych,
Doctor of Pedagogical Sciences, Professor,
Professor at the Department of Foreign Philology and Translation of
State University of Trade and Economics

UNLOCKING THE POWER OF ENGLISH: THE GLOBAL LANGUAGE PHENOMENON IN THE DIGITAL AGE

Today, we'll delve into why English has earned its status as the international language and explore how digital age is affecting the spread of English as an international language of communication.

Wherever you go, you will find people who speak English anywhere in the world. But why did English come to dominate the world as the most widely spoken language? Let's find out.

1. English – the most common language in the world

Researchers estimate that there are currently about 400 million native English speakers in the world. Another 1.6 billion people speak it or more or less understand it. This is more than a quarter of the world's population! So you will always find someone to talk to. [1]

2. English is associated with many other languages

English has a long and fascinating history, which includes wars, invasions and the influences of the cultures of peoples around the world. Modern language includes the legacy of the Romans, Vikings and French. In a sense, English is a hybrid language consisting of Latin, Germanic and Romance elements. [1]

3. English is easy enough to learn

Of course, this is a contradictory statement. The ability to learn a language depends primarily on who is learning it. However, there is a common view that English is not the most difficult language to learn in the world. English words are very easy to understand, and their resemblance to words from other languages makes it even easier. [1]

4. Opens new career opportunities

The importance of English in the global job market, where a vast number of new roles are being created quickly for multilingual workers, has been widely observed. You may work as a translator, a language instructor, or an English marketing specialist for a multinational corporation by learning English. [2]

5. The language of international business

World business is managed mainly in the financial centers of Great Britain and the United States. This fact automatically makes English the language of international trade. It serves as the common language of negotiation, contracts, and transactions among businesses worldwide. [1]

6. Useful language for education

English helps kids think more broadly. The majority of the students are from nations where English is not widely spoken or is not their first language. They pick up English so they can pursue higher education abroad. Learning English is crucial for survival whether studying abroad or otherwise travelling. [2]

Since we have already understood that English is an important international language, let's understand how to learn it. Obviously, learning a new language like English can seem daunting at first, but with the right

strategies, it can be both enjoyable and rewarding. Here are some simple yet powerful tips to help you along the way:

1. Immerse yourself: Surround yourself with English as much as possible. Watch English movies, listen to English music, and even try thinking in English! The more you immerse yourself, the more natural it will become.

2. Practice with friends: Learning with friends can make the process more enjoyable. Have conversations in English, play language games, or join English-speaking clubs. Learning together can be motivating and fun.

3. Use technology: Take advantage of language learning apps and websites. Many of them offer interactive lessons, quizzes, and even opportunities to chat with native speakers. It's like having a language tutor in your pocket!

4. Read: Explore English books, newspapers, and magazines. Start with materials that interest you, whether it's a favorite genre or a topic you're passionate about. Reading not only improves vocabulary but also enhances grammar and comprehension skills. [3]

5. Set goals: Set achievable goals for yourself, whether it's learning a certain number of new words each week or having a conversation entirely in English. By setting goals you not only create a clear path for improvement but also instill a sense of motivation and accomplishment as you progress. [4]

6. Stay Consistent: Learning a language is like building a muscle – it requires regular exercise. Dedicate a little time each day to practice, even if it's just for a few minutes. Consistency is key to improvement.

The modern world is experiencing an era of digital transformation that is having a huge impact on all areas of our lives, including communication and socializing. Rapid advances in technology are changing the way we interact with each other, as well as the way we learn and develop as individuals. I want to look at how this digital age is affecting the spread of English as an international language of communication. Let's look at some key aspects to consider to better understand this important phenomenon:

1. Internet and social media: The opening up of new opportunities for communication and information exchange on a large scale has defined a new era for English as an international language of communication. Social networks such as Twitter, Facebook, Instagram, which have English as their primary language interface, allow millions of users to communicate and exchange ideas in real time, regardless of their location.

2. Artificial intelligence: Studying English has always been challenging for pupils learning it as a second or foreign language.

Therefore, using artificial intelligence, machine learning, intelligent search, and natural language processing may successfully advance reforms in English teaching and learning. [5]

3. Online education and electronic resources: With the emergence of online learning platforms such as Coursera, Udemy, and Khan Academy, English has become more accessible to those who want to learn it. Interactive courses, video tutorials, and audiobooks offer opportunities to improve your language skills on your own at any time and place. You can communicate with people from all over the world in English, keep your learning on track, keep things within budget, and see immense amounts of progress by learning online. [6]

4. Development of online work and remote teams: Remote work has become the norm for many companies, leading to communication and collaboration taking place primarily through the English language. Teams from all over the world use English to discuss projects and make decisions, increasing the importance of the language as a means of international communication.

5. Electronic and interactive media: Modern technology makes it possible to create engaging content in English that attracts audiences from all over the world. YouTube, for example, has become a platform where users can share their videos in English, allowing viewers to gain knowledge and be entertained.

6. Social and Cultural Influence: English-language media, including movies, music, and literature, enjoys widespread popularity and influence worldwide. As digital platforms make such content easily accessible globally, they contribute to the continued spread and reinforcement of English as an international language of communication.

In conclusion, English plays a crucial role as a international language. It helps us connect globally, access opportunities and understand diverse cultures. Let's continue to embrace and promote English proficiency for a brighter, more inclusive future for all of us.

REFERENCES

1. Nine reasons why English is the language of the future. URL: https://nubip.edu.ua/node/90969

2. 5 Reasons Why Is English The Global Language of Today. URL: https://www.linkedin.com/pulse/5-reasons-why-english-global-language-today-lalit-sharma/

3. 13 ways to learn English fast and effectively. URL: https://www.englishpath.com/13-ways-to-learn-english-fast-and-effectively/

4. How to learn English effectively. URL: https://www.futurelearn.com/info/blog/how-to-learn-english-effectively
5. The Role of Artificial Intelligence Technology on English Language Learning. URL: https://www.researchgate.net/publication/369142891_The_Role_of_Artificial_Intelligence_Technology_on_English_Language_Learning_A_Literature_Review
6. Advantages of learning English online. URL: https://preply.com/en/blog/learning-english-online-advantages/

SOROKA Tetiana,
Faculty of Trade and Marketing,
course I, group 2, specialty 035 "Philology",
State University of Trade and Economics,
Kyiv, Ukraine

Scientific supervisor
Pryma Viktoriia,
PhD in Philology, Associate Professor of the Department
of Foreign Philology and Translation, SUTE

LINGUISTIC ASPECTS OF TRANSLATING SOCIO-POLITICAL TEXTS

Playing an important role in society, the political sphere has long attracted the attention of representatives from various social sciences: economic theory, law, sociology, psychology, as well as linguistics. In particular, it is of interest to linguist-translators. The translation of socio-political texts is particularly important as it serves as a means of propaganda and a tool of political struggle. The relevance of scientific research on the translation of social and political materials lies in its increasing importance due to the expansion of foreign political and economic relations between states, the proliferation of mass media, and the growing number of contacts with foreign partners. The study of the features and methods of translating socio-political realities is relevant for translation studies because socio-political realities constitute a layer of vocabulary encompassing the names and concepts of societal socio-political life, closely intertwined with other spheres of life. One of the main objects of linguistic research in recent decades has become 'reality words' – 'nationally specific units that are part of non-equivalent vocabulary, bear an

ethnic color, denote phenomena and objects specific to the culture of a certain people, and have no counterparts in the languages of other peoples. According to O.S. Akhmanova's definition, realities refer to 'various factors determined by external linguistics, such as the state system of a country, the history and culture of a given nation, linguistic contacts of speakers of a given language, etc., from the point of view of their reflection in this language,' as stated in classical grammar [1 c.381]. Among other vocabulary in a language, reality words stand out due to nuances of meaning, often associated with the national color of the language in which they originated. It is this color that imbues a neutral, 'uncolored' lexical unit with the characteristics of a reality [4 c.105]. In scientific linguistic literature, there is no single, generally accepted classification of socio-political realities. They include those denoting the administrative-territorial structure of a particular country, its settlements and their parts, authorities and holders of power, political organizations, political and social movements, political figures, ranks, degrees, titles, addresses, states, castes [3 c.107]. The main types of social and political realities are also considered:

- Names of political parties, blocs and public organizations;
- Units of designation of features of the state system;
- Names of cities, regions and regional centers;
- Names of socio-political movements, events and their participants [2, c.132].

Difficulties often arise during the translation of such vocabulary in social and political texts due to a variety of reasons. In some cases, this is due to the difference in the respective cultures. In other cases, the presence of reality in the language is explained not so much by the lack of a corresponding denotation, but by different ideas about the same object or phenomenon of reality. The knowledge and understanding of socio-political realities by the translator are of great importance because reality words carry socio-cultural background information. They provide essential insights into the general meaning of the text, particularly its implicit meaning, as they are associated with specific associations for native speakers. Socio-political texts mainly appear in newspapers, magazines and on the Internet, focusing on politics and economics. They convey a wide range of information through mass communication channels. Their primary function is messaging. These texts can be tendentious and aimed at influencing public opinion. Socio-political texts are diverse in stylistic and genre relations. In general, they can be divided into three main groups:

- Documentary and business texts (such as constitutions and legislative acts).

- Informative and descriptive texts (including information notes, reference texts, historical descriptions, and reviews).

- Journalistic texts in the narrow sense of the word (such as speeches and articles).

Documentary business texts: characterized by a large number of cliches, special terminology, and realities. Informative and descriptive texts: related to messages about current events, containing many terms, historical realities, proper names, etc. Journalism: characterized by a variety of emotionally colored elements, figurative expressions, syntactic figures, quotations, etc. In this case, the translator's primary goal is to convey the precise socio-political meaning of such publications and their intended audience. To achieve this, they must adjust the style of the original work to fit the newspaper and magazine style of the translated language. The translator must undertake various syntactic transformations, seek established correspondences in the translation language, and ensure the text's readability and relevance. M. Sofer divides translation into artistic and special. Special translation, in turn, is divided into 16 types. Sofer notes that some types can interact with each other and be further divided into subspecies. M. Sofer suggests that to determine whether a translation is special, one should ask the question, 'Does the translation of the text require specialized vocabulary?' If the text to be translated includes specialized terms, then the translation is considered special. At the same time, the researcher explains that there is, in fact, a partial overlap or combination of artistic and special translations, especially in areas such as politics or public affairs. The socio-political text is emotionally saturated, containing metaphors, idioms, comparisons, irony, etc., which brings it closer to the language of fiction. M. Sofer identifies the translation of texts of social sciences (Social Sciences) as part of special translation. Within this subspecies, he highlights the translation of books, newspapers, periodical articles, essays, speeches, etc. The researcher writes that the term 'Social Sciences' is used in a broad sense and includes areas such as politics, international relations, etc. They also emphasize that, unlike special translation, this subspecies does not require special knowledge. Instead, a broad outlook and modern knowledge of the world are necessary when translating social science texts. Many scientists emphasize that the implementation of special translation requires a cognitive understanding of science and technology. Sometimes, the functions of the socio-political text in the source language and the language of translation may coincide. The change in the function of a socio-political text when transferring from one language to another determines the choice of translation strategies. Taking into account cultural differences and the cognitive abilities of

representatives from different cultures during translation will help achieve an adequate translation of a socio-political text and preserve its functional orientation. Socio-political translation serves two functions: informative and stimulating. The informative function aims to provide concrete and objective information to the reader about current issues. The stimulating function is evident in the socio-political text's ability to influence the reader, shaping their attitude towards the article's subject matter, their perception of the described event, and their overall assessment of reality. Since the translation of socio-political and political terms involves ideological issues, problems of interpretation and understanding of certain terms may arise in political discourse, leading to disagreements at various political levels. Therefore, translators must be familiar with the socio-political situation and acquainted with the main socio-political terms. At the stage before the translation analysis, the translator acquaints themselves with the socio-political text, including its theme, content, subtext, structure, non-verbal elements, vocabulary, and syntax. They extract the information contained in it, identify the most difficult lexical units for translation, and may need to refer to additional sources of information. Thus, when choosing the most suitable method of translating the realities of social and political texts, it is necessary to consider the way they are presented by the author of the original text and the means used to convey their meaning to the reader. Each method of transferring realities has its advantages and disadvantages. The choice of one method over another depends on the task facing the translator: whether to preserve the flavor of the language unit at the possible expense of semantics, or to convey the meaning of reality while sacrificing the flavor. The study of social and political realities and the peculiarities of their reproduction in the native language is crucial in understanding any culture.

REFERENCES

1. Абабілова Н. М. Особливості перекладу термінів українською мовою. URL : http://molodyvcheny.in.ua/files/journal/2015/2/318.pdf.

2. Баланик І. Д., Бялик В. Д. Труднощі та способи перекладу суспільнополітичних реалій. Вчені записки ТНУ імені В. І. Вернадського. Серія: Філологія. Соціальні комунікації. 2020. №2. С. 11-15.

3. Гуренко Н. В. Специфіка перекладу суспільно-політичних реалій. Вісник СумДУ. Серія Філологія. Суми : Вид. СумДу, 2007. №1. Том 2. С. 91–95.

4. Joffe J. Die Schwäche der Weltenzündler. – URL : https://www.zeit.de/gesellschaft/zeitgeschehen/2022-01

SUKHOMLYN Oleksandra,
Faculty of Trade and Marketing,
course I, group 2m, specialty 035 "Political Philology",
State University of Trade and Economics,
Kyiv, Ukraine

Scientific supervisor
Soshko Oksana,
PhD in Philology, Associate Professor of the Department
of Foreign Philology and Translation, SUTE

RESEARCH ON COMMUNICATIVE BEHAVIOR AND ITS POLITICAL ACTIVITY

Communicative behavior plays a crucial role in shaping and developing political processes in the modern world. This area of study is an important component of political science as it helps to understand and analyze the mechanisms of interaction between political actors and the public. Communication serves not only as a means of information transmission but also as a mechanism for shaping societal awareness and worldview. Communication – (from Latin communicatio – "unity", "transmission", "related to the Latin verb communico – "make common", "inform", "connect", derived from Latin communis – "common") is the process of exchanging information between two or more persons.[2, p. 12]. The communication strategies of political leaders have a tremendous impact on society, determining their ability to mobilize the public and garner support for their ideas and programs. Media, especially social networks, play a crucial role in shaping political beliefs and influencing the perception of political information. Cultural and social contexts are important for the reception of political messages and the public's reaction to them through communication channels. Communication occurs at various levels: intrapersonal, interpersonal, intragroup, intergroup, institutional, societal, and global.[1, p. 26].

Each of these levels has several communication networks (communication network – means, delivery channels, exchange, and active movement of messages; involves the involvement of the entire or a significant part of the group). [4, p. 55]. In a broader context, it is defined by R.-J. Schwartzberg as "the process of transmitting information that circulates from one part of the system to another, between structures, social groups, and individuals." [1, p. 42]. Effective utilization of communication strategies influences the outcomes of political elections, marked by varying

impacts of different communication channels and the communication style of political leaders, determining their success in achieving political objectives and shaping their image among the public.[2, p. 54].

1. Transmission Model – is based on refining the role of the "communicator": mass communicators typically do not produce "messages" or communication; they offer their own selection of news, information, or provide access to the views and voices of those who want to communicate with the general public. Overall, communication looks like this: 1) events and voices in society; 2) the role of the channel/communicator; 3) message; 4) receiver (authors – Westley, MacLean). This model diminishes the mechanistic nature of simple, linear information transmission.

2. Expressive Model – aimed at invoking shared understanding and emotions, at the "presentation of shared beliefs" (author – J. Carey); it is built on the use of symbols and associations existing in culture; the use of ritual symbols – cultural values, persuasive values, traditions.

3. Public model (or communication as a spectacle) – based on the idea of attracting attention to an event, leader, thus attracting visual and auditory attention of the audience.

4. Reception model – refinement of the "recipient", audience; based on the principles of structuralism and semiotics – the message consists of signs that have denotative and connotative meanings. Communicators encode information, and recipients decode it (author of the model – S. Hall). The message is encoded using symbolism. (in the political space, this happens through myth, religion, ideology, political advertising). The way the message is encoded and decoded (perception of information exactly as the subject intended) by the audience depends on the types of symbolism existing in that society. The effect of political communication depends on the coincidence of the ways of symbolization in encoding and decoding the message. Thus, for the correct understanding of information, the system of symbols of the communicator must coincide with the system of symbols of the recipient. The effectiveness of political communication depends to a large extent on the correctness of the chosen method of encoding, especially the accuracy of the established genres that have significant value for the audience.[3, p. 59-65].

Modern political communication is characterized by its media-centric nature, with various media tools actively used and a media environment being created, among other things. These phenomena and processes are studied and described by scientists and, in our opinion, expand the understanding of political communication. Among the achievements of researchers, the creation of four theoretical models of communication can

be considered: the transmission model; the expressive model; the public model; and the reception model. [5, p. 45].

There are two levels of political communication: horizontal and vertical. Horizontal political communication involves interaction between roughly equal institutional components or social actors (for example, between elite groups). Vertical political communication involves relations between different hierarchical levels of the macro-political structure (for example, between elites and the masses, between government, parliament, or parties on one side, and ordinary citizens, voters on the other). [6, p. 65].

Educational research on communicative behavior and its impact on political activity reveals a wide spectrum of aspects that define the dynamics of the political process. Political leaders and parties that adeptly utilize communicative strategies can engage the public, shape public discourse, and achieve their political goals. Research underscores the importance of adapting communicative approaches to diverse audiences and contexts, taking into account cultural and social nuances. These studies are of crucial importance for the development of the democratic process, fostering closer relationships between political leaders and citizens, enhancing mutual understanding, and improving the quality of political decision-making.

REFERENCES

1. Bondar H.L. Communicative policy in the activities of a civil servant: [educational manual]. Mykolaiv: Publishing House of PMGU, 2015. 300 p.

2. Hrytsenko Y., Lazurova N.O. Political discourse: the functions of language in political speech (based on Ukrainian and Czech languages) // Linguistics. Comparative studies of Slavic languages and literatures. 2011. Issue 16. P. 38–43.

3. Lukina L. Features of populism manifestations in the modern world. Practical Political Science: Trends and Perspectives: Proceedings of the 1st All-Ukrainian Scientific-Practical Internet Conference (Kyiv, March 17, 2021) / ed. by V.A. Hoshovska. Kyiv: NADU, 2021. 112 p.

4. Semenyuk O.A. Basics of the theory of language communication: [educational manual]. O.A. Semenyuk, V.Yu. Parashchuk. Kyiv: VTS "Academia", 2010. 240 p.

5. Yashenkova O.V. Basics of the theory of language communication / O.V. Yashenkova. Kyiv: Publishing Center "Academia", 2010. 312 p.

TANASHCHUK Polina,
Faculty of Trade and Marketing,
course I, group 15, specialty 035 "Philology",
State University of Trade and Economics,
Kyiv, Ukraine

Scientific supervisor
Pryma Viktoriia,
PhD in Philology, Associate Professor of the Department
of Foreign Philology and Translation, SUTE

INTERCULTURAL AND DIGITAL COMMUNICATION IN THE AGE OF DIGITIZATION

In this rapidly evolving digital era, language plays a pivotal role as a conduit for accumulating and transmitting experience, knowledge, and cultural values. Moreover, intercultural communication has become increasingly significant due to globalization and the widespread use of digital platforms. This report delves into the integration of a specialized course titled "Intercultural Communication Studies" within the Erasmus+ Jean Monnet Module project "Ukraine – EU: Intercultural Communication in Education."[1] Specifically, we explore the relevance of incorporating a distinct topic, "Digital Communication in Education," as part of this course. Given the surge in digitalization and the global shift toward remote learning during the COVID-19 pandemic, understanding and effectively utilizing digital communication tools have become essential competencies. This report outlines the structure, content, and key competencies of the course, emphasizing various forms of digital communication, including universal formats, scholarly communication, and multimedia-based educational communication.[3]

Language and culture intersect profoundly in the digital age. As societies become more interconnected, effective communication across cultural boundaries becomes crucial.[2] This report examines the role of language and intercultural communication in the context of digitization, emphasizing the need for competence in digital communication. The course "Intercultural Communication Studies" was developed as part of the Erasmus+ Jean Monnet Module project "Ukraine – EU: Intercultural Communication in Education." It targets master's level students specializing in primary education at the Donbas State Pedagogical University. The course aims to equip students with the necessary skills to navigate intercultural interactions in an increasingly digitalized world.[1]

Recognizing the rapid pace of digital transformation, we introduced a dedicated module on "Digital Communication in Education." This module addresses the following aspects:[2]

Structure and Content: The course covers the theoretical foundations of digital communication, practical exercises, and independent work. It explores various digital communication tools and platforms.

Competencies: Students develop competencies related to digital literacy, online collaboration, and effective communication in virtual environments. They learn to adapt their communication styles to different digital contexts.

Forms of Digital Communication:

1. Universal Formats: These include email communication, social media interactions, and web-based collaboration tools.

2. Scholarly Communication: Students engage in academic discourse through digital channels, including research databases, online journals, and collaborative platforms.

3. Multimedia-Based Educational Communication: Leveraging multimedia resources (videos, podcasts, webinars), students learn to convey complex ideas effectively.

The course continues to evolve, incorporating feedback and updating materials, especially online services for implementing digital communication. As we navigate the digital landscape, fostering intercultural competence and mastering digital communication tools remain critical for educators and learners alike.[3]

REFERENCES

1. Гаврілова, Л., Бескорса, О., & Ішутіна, О. (2021). ЦИФРОВІ ФОРМИ МІЖКУЛЬТУРНОЇ КОМУНІКАЦІЇ В ОСВІТІ: ДОСВІД РЕАЛІЗАЦІЇ ПРОЕКТУ ЕРАЗМУС+ЖАН МОНЕ МОДУЛЬ. Фізико-математична освіта, 29(3), 44–50. URL: https://fmo-journal.org/index.php/fmo/article/view/59

2. Стратегії міжкультурної комунікації в мовній освіті сучасних університетів ВНЗ [Електронний ресурс]: зб. матеріалів Міжнар. наук. конф., м. Київ (2-10 квітня 2020 р.). – К.: КНЕУ, 2020. – 351 с. URL: https://enpuir.npu.edu.ua/bitstream/handle/123456789/32031/Zapara%20V.%20M.pdf?sequence=1

3. Браєвська А. І. МІЖКУЛЬТУРНА КОМУНІКАЦІЯ В УМОВАХ ГЛОБАЛІЗАЦІЙНИХ ПРОЦЕСІВ У РОЗВИТКУ СУЧАСНОГО СВІТУ. Academia. 2021. Т. 29, № 42. С. 343–348. URL: https://doi.org/10.51582/interconf.19-20.02.2021.031 (дата звернення: 05.04.2024)

TELENDII Anna,
Faculty of Trade and Marketing,
course III, group 3, specialty 035 "Philology",
State University of Trade and Economics,
Kyiv, Ukraine

Scientific supervisor
Mykhailova Nelia,
Senior lecturer of the Department
of Foreign Philology and Translation, SUTE

THE ROLE OF ARTIFICIAL INTELLIGENCE IN CROSS-CULTURAL COMMUNICATION

In the era of rapid globalization, the need for smooth understanding in communication, especially among people from different cultural background has become increasingly prevalent. The proliferation of technology has prompted numerous scholars to suggest that artificial intelligence (AI) may serve as a means to overcome this obstacle and promote intercultural dialogue [1.p.107]. Artificial intelligence (AI) has emerged as a powerful tool in facilitating this cross-cultural communication. Through language translation, cultural adaptation, and enhancing understanding, AI is reshaping how we connect with one another. However, this integration of AI comes with its own set of challenges and ethical considerations. This thesis explores the impact of AI on cross-cultural communication, examining both its potential benefits and the complexities it introduces.

AI is significantly aiding cross-cultural communication primarily through language translation. Translation tools powered by AI, like Google Translate, Microsoft Translator, and SDL Trados, are enabling swift and precise translation between languages. Through algorithmic analysis and interpretation of text, these tools deliver translations that frequently surpass the accuracy of human translations.

AI is also being used to facilitate spoken communication between people who speak different languages. Speech recognition and natural language processing technologies allow for real-time translation of spoken language, making it possible for people to have a conversation in their native language without the need for an interpreter. This technology has already been used in various settings, from international conferences to business meetings [2]. AI facilitates real-time spoken communication between individuals speaking different languages through speech recognition and natural language processing technologies, eliminating the need for

interpreters and enabling conversations in native languages, evident in diverse settings such as international conferences and business meetings.

Moreover, the integration of AI-driven speech recognition and translation technologies has revolutionized various aspects of communication, from international diplomacy to everyday interactions. In international conferences, where participants come from diverse linguistic backgrounds, AI-powered translation services enable seamless communication and ensure that every voice is heard. Similarly, in business meetings and negotiations involving multinational teams, AI facilitates effective collaboration by bridging language barriers and promoting clarity and accuracy in communication.

Furthermore, the application of AI in cross-cultural communication extends beyond language translation to include cultural adaptation and contextual understanding. AI algorithms are trained to recognize cultural nuances and adapt communication strategies accordingly, thereby enhancing the effectiveness of intercultural communication. For instance, AI-powered chatbots and virtual assistants are programmed to understand cultural preferences and communication styles, enabling them to engage with users from different cultural backgrounds in a culturally sensitive manner.

One more example is the following one: in a marketing campaign, an AI-driven platform analyzes cultural nuances to adapt promotional content. If promoting a product in different regions, the system recognizes cultural preferences, modifying the message to resonate appropriately and avoid unintended cultural missteps [3]. Deep learning also enables the creation of culturally diverse educational content. By analyzing data from various cultural contexts, AI can help educators develop curriculum and resources that reflect a wide range of perspectives. This is crucial in fostering global awareness and empathy among students, preparing them for effective cross-cultural interactions in their personal and professional lives [4]. Additionally, such technologies have the capability to recognize and rectify biases present in educational materials. Through analysis and assimilation of varied datasets, AI systems can guarantee the inclusivity and fairness of the content, reflecting diverse cultures and perspectives. This method not only enriches the educational journey but also fosters a more inclusive and empathetic society.

However, despite the transformative potential of AI in cross-cultural communication, there are challenges and ethical considerations that warrant careful examination. One of the primary concerns is the potential for bias in AI algorithms, which can perpetuate stereotypes and reinforce cultural inequalities. Additionally, there are privacy and security implications associated with the collection and analysis of sensitive cultural data. As such, it is imperative to develop AI technologies that are ethically sound and culturally inclusive, ensuring that they promote mutual respect and understanding among diverse communities.

In conclusion, in an era characterized by rapid globalization, effective communication among individuals from diverse cultural backgrounds is essential for fostering understanding and collaboration. The integration of artificial intelligence (AI) into cross-cultural communication offers promising solutions to overcome linguistic and cultural barriers. Through language translation, real-time spoken communication, and cultural adaptation, AI is reshaping the way we connect with one another, enabling seamless interactions across borders.

Overall, while AI holds immense promise in facilitating cross-cultural communication, it is essential to approach its implementation thoughtfully and responsibly, ensuring that it serves as a tool for promoting inclusivity, empathy, and cultural understanding in our increasingly interconnected world.

REFERENCES

1. Dr. Mohamad Ahmad Saleem Khasawneh "The Potential Of Ai In Facilitating Cross-Cultural Communication Through Translation" 2023
2. https://michaelluzich.medium.com
3. https://klizosolutions.medium.com
4. https://www.linkedin.com/pulse

TSYHANOK Anna,
SIDOROVA Diana,
MARCHYNSKA Valeria,
Faculty of Trade and Marketing,
course II, group 2, specialty 035 "Philology",
State University of Trade and Economics,
Kyiv, Ukraine

Scientific supervisor
Mykhailova Nelia,
Senior lecturer of the Department
of Foreign Philology and Translation, SUTE

DIGITALIZATION IMPACT ON VARIOUS ASPECTS OF OUR LIVES

The modern world is undergoing a period of intense change due to digital transformation, which profoundly impacts many aspects of our

lives. One of the key topics of these changes is the role of electronic books in the literary world and the opportunities they open up for both readers and authors. Additionally, the internet has become an invaluable tool for spreading language knowledge and cultural values, fostering cultural exchange and international collaboration. Let's delve into these topics and explore their advantages and challenges in the light of digital transformation processes.

Electronic books and perspectives of the literary world in the era of digital transformation.

Electronic books in the digital age not only change the way we read books but also have a significant impact on the literary world as a whole. They expand the accessibility of literature, allowing readers to access works anytime and anywhere through various electronic devices, which contributes to the growing number of people turning to reading. This format also enables authors to self-publish their works, bypassing traditional publishers and opening up new opportunities for self-expression and communication with their audience.

Moreover, electronic books have environmental advantages as their production does not require large amounts of paper and other resources, saving natural resources and reducing the ecological footprint. They also stimulate the development of innovative technologies in the literary industry, such as AI-driven audiobooks or interactive books, which expand the boundaries of traditional reading. [1]

Thanks to electronic books, modern readers can interact with the text using features like highlighting, searching, and saving annotations, making reading more convenient and interactive. It's also important to note that electronic books contribute to preserving cultural heritage by allowing the storage and accessible transmission of literary works to future generations.

In the digital era, electronic books are not just an alternative to paper editions but also a vital tool for the development of literary culture, changing the way we perceive, create, and communicate through words. The Internet as a means of spreading language knowledge and cultural values. The internet has become an unparalleled platform for spreading language knowledge and cultural values, acting as a bridge that connects diverse communities across the globe. Through a vast array of online resources like language learning apps, educational websites, and digital libraries, individuals can access a wealth of linguistic resources tailored to their specific needs and interests. This accessibility democratizes language learning, empowering people from all backgrounds to engage with different languages and cultures at their own pace and convenience.

Social media platforms and online forums further contribute by providing spaces for language enthusiasts and cultural aficionados to connect, exchange ideas, and immerse themselves in authentic experiences. From language exchange groups to virtual cultural exchanges, the internet fosters cross-cultural dialogue and understanding, breaking down barriers and fostering empathy and appreciation for diversity.

The internet also serves as a vast repository of cultural artifacts, encompassing literature, art, music, and film. This allows users to explore and engage with cultural expressions from around the world. Digital archives and online exhibitions make cultural heritage more accessible, preserving and promoting linguistic diversity and cultural richness for future generations.

However, the internet's potential for positive impact is not without challenges. The spread of misinformation and the risk of cultural homogenization are concerns that need to be addressed. As we navigate the digital landscape, it's essential to critically evaluate online content and promote digital literacy skills. This ensures that the internet remains a force for cultural enrichment and linguistic empowerment. [2]

The internet has revolutionized the way we access, learn, and engage with languages and cultures. It offers unprecedented opportunities for cross-cultural exchange and understanding. By harnessing the power of digital technologies thoughtfully and responsibly, we can leverage the internet's potential to promote linguistic diversity and preserve cultural heritage in an increasingly interconnected world. The effectiveness of language learning in virtual environments: online courses and distance education. The effectiveness of language learning in virtual environments, such as online courses and distance education, is influenced by several factors. Firstly, these platforms provide the opportunity to learn from anywhere with internet access, allowing students to create their own learning schedule and adapt it to their needs and circumstances. They also offer a wide range of courses and materials, enabling students to choose the most suitable learning methods for them. Another important advantage is interactivity and personal interaction with teachers or platform staff. Many online courses offer real-time exercises and tasks, providing immediate feedback and allowing students to correct their mistakes. This improves speaking, writing, reading, and listening skills in authentic situations, leading to a deeper understanding of the language. A third aspect is the use of diverse multimedia resources in the learning process. From video lessons to audio files and interactive texts, these materials provide students with a rich learning experience and help develop various language skills. [3]

In conclusion, the digital era has brought about significant transformations in the literary world, language learning, and cultural exchange. Electronic books have revolutionized reading habits and opened up new avenues for authors and readers alike, while the internet has become a powerful tool for spreading knowledge and fostering cross-cultural understanding. Virtual learning environments have enhanced language learning effectiveness and accessibility. However, challenges such as misinformation and cultural homogenization must be addressed to ensure the internet remains a positive force for cultural enrichment and linguistic empowerment.

REFERENCES

1. Електронна книга та її майбутнє в контексті діяльності бібліотек. SlideShare. URL: https://www.slideshare.net/yunilibr/ss-40677616 (дата звернення: 03.04.2024).

2. An Audio Tour Through America's Top-Ranked Podcasts. Pew Research Center's Journalism Project. URL: https://www.pewresearch.org/journalism/2024/02/06/an-audio-tour-through-americas-top-ranked-podcasts/ (date of access: 03.04.2024).

3. Bringing A New Approach To Traditional eLearning. eLearning Industry. URL: https://elearningindustry.com/bringing-new-approach-to-traditional-elearning

KHYZHNIAK Viktoriia,
Faculty of Trade and Marketing,
course II, group 21,
specialty 076 "Enterprise, trade and exchange activity",
State University of Trade and Economics,
Kyiv, Ukraine

Scientific supervisor
Zvarych Iryna,
Doctor of Pedagogical Sciences, Professor of The Department of Foreign Philology and Translation, SUTE

ADAPTATION OF LANGUAGE SKILLS TO THE DEMANDS OF DIGITAL REALITY: FROM TRADITIONAL METHODS TO ONLINE RESOURCES

Introduction. Language is going digital. The rise of the internet and other digital technologies have fundamentally changed the way we interact

with each other, using – and learning – a different set of linguistic skills in the process. The fundamentals of a good grounding in the English language have hitherto been textbooks, school classrooms and immersion in the target language. But the internet also presents different opportunities and challenges. In many cases, digital communication is more fleeting: texts are almost inevitably shorter than an email; social media posts ideally need to be pithy. This brings with it demands for different levels of comprehension of spelling and punctuation, as well as an ability to write concisely and make quick decisions on how to present ideas to an audience that might consist of dozens of people, from diverse age groups and with different levels of knowledge. Digital communication also demands a knowledge of online slang, and an awareness and understanding of quite specific etiquettes.

Research result. Historically, language learning relied on materials like books and lessons that focused on grammatical accuracy, vocabulary acquisition, and even pronunciation practice. These methods may be outdated for online communication because it has its own needs and patterns. The fact is that most of the time people try to make their messages shorter as they can, while these messages must also be clear. The biggest difference between traditional writing and online communication is that the latter often lacks formality, including but not limited to slang terms, abbreviations, and emoticons. A significant portion of modern-day conversations takes place over text messages, emails, and social media postings where strong written language skills are particularly important.

The changes in the style of communication lead to different impacts on language skills like grammar and vocabulary. The use of online means for communication may sometimes cause ignoring strict adherence to the rules of grammar where individuals may prioritize conveying a message without necessarily being concerned with accuracy or precision in their choice of words. However, a good basic knowledge of grammar is still crucial for clarity and understanding. Vocabulary usage can also evolve on the Internet, as new terms and Internet slang appear rapidly. Internet content often exists in fragmented forms, such as tweets, social media posts, and headlines. This requires users to develop rapid reading comprehension skills to understand the meaning of concise text passages. While the digital world offers many opportunities for language learning, it also brings challenges. First, there is information overload. The Internet is full of information bombardment, and it is difficult for users to find high-quality and reliable language learning resources. Second, spread your the constant flow of notifications and the ability to multitask online can hinder the focus and concentration needed to learn a language effectively. Third, lack of structure. Online learning environments often lack the structured

curriculum and instruction provided by traditional classrooms. But the digital age has ushered in a revolution in language learning resources. For example, through the use of mobile applications. Gamified language learning apps like Duolingo and Memrise make learning fun and easy to use, allowing users to practice vocabulary and grammar anytime, anywhere. Online courses and platforms such as Coursera and edX offer a wide range of language courses, from entry-level courses to specialist topics. These courses can provide a more structured learning experience than courses. Additionally, you can add a social language learning community. Online communities and forums connect language learners with native speakers and create opportunities for language exchange and practice. Streaming services like Netflix offer language learning features with subtitles and audio. Educational websites and YouTube channels offer rich video lessons and interactive language learning content. These online resources offer several advantages over traditional methods. Easily access online resources anytime, anywhere, making language learning more flexible and convenient. Many online platforms offer personalized learning paths to suit individual needs and learning styles. Online communities and social media platforms connect learners with native speakers, providing them with opportunities to experience authentic language and culture. Few studies have examined the effectiveness of online language learning. A study published in 2020 by ScienceDirect found that online language learning is just as effective as traditional classroom learning, especially when combined with other learning methods. However, research also highlights the importance of factors such as student motivation, self-discipline and access to quality resources. The role of artificial intelligence (AI) in language learning playing an increasingly important role in language learning. AI-powered tools can provide personalized feedback on pronunciation, grammar and writing style. In addition, AI chatbots can simulate conversations with native speakers, providing a safe and comfortable environment for language practice.

Conclusion. In summary, the language use has been totally changed by the digital world, making new skill sets necessary and available through many learning channels. As much as online communication may promote being less constrained with grammar to ensure simplicity, an understanding of basic language rules is imperative for effective comprehension and meaning. The problems of information flood, attention loss, and absence of system make students conscious about the wise choice of Internet sources and foster in them a sense of self-discipline. Fortunately for us in this digital era, there are so many captivating resources that enhance one’s mastery in linguistic skills. Thanks to the presence of mobile apps, online courses, social language learning communities, and interactive multimedia

content, you can have a learning experience that is more personalized and flexible. Studies indicate that online learning may be equal to traditional practices, especially when using different methods. As for the future of language learning, it is becoming more digital than ever before; and AI contributes a lot by supplying personalized feedback and creating a simulated environment. When we step out to embrace the digital world, full of endless possibilities, and use our strategic skills in the right way; it enables individuals to learn the desired language in order to thrive in our globalized world.

REFERENCES

1. Technological impact on language anxiety dynamic.
[Electronic resource] -Access mode: https://www.sciencedirect.com/science/article/abs/pii/S0360131520300397
2. Has social media changed the way we speak and write English?
[Electronic resource] – Access mode: https://englishlive.ef.com/en/blog/english-in-the-real-world/has-social-media-changed-the-way-we-speak-and-write-english/
3. Traditional Learning Vs. Online Learning.
[Electronic resource] – Access mode: https://elearningindustry.com/traditional-learning-vs-online-learning

SHKOVYRA Anastasiia,
Faculty of Trade and Marketing,
course II, group 12, specialty 075 "Marketing",
State University of Trade and Economics,
Kyiv, Ukraine

Scientific supervisor
Nikolska Nina,
PhD in Pedagogy, Associate Professorof the Department
Of Foreign Philology and Translation, SUTE

USE OF IT TECHNOLOGIES IN DEVELOPMENT OF INTERCULTURAL DIALOGUE IN A FOREIGN LANGUAGE BY VIRTUAL ENVIRONMENT MEANS

Rapid development of modern information and means of communication became the main factor in the increasing speed of development globalization in society during the last few decades. Thanks to his original

and unique nature new information technologies raised interaction within society to a qualitatively new, more complex level. New ones communication technologies functionally allow people to communicate with by several people at the same time with the possibility of personalizing the message in process of interaction. Processes of globalization and development of information technologies led to increased interest in the problems of intercultural communication. Thanks to the great attention paid to intercultural communication, it has recently been seen at the international level as a call for global dialogue, respect and tolerance. In this process, intercultural education covers a number of separate aspects, starting from linguistic, pragmatic, cultural, aesthetic and ending with ethical problems [1, p. 72]. In order to implement successful intercultural communication, it is necessary to ensure a person's disposition to understand and accept ethnic stereotypes of the behavior of other nations, their interests, customs, cultural values, etc. According to the experience of communicating with representatives of other cultures, a significant part of the problems of this process arise due to a misunderstanding of the reasons for the behavior of communication partners. Therefore, it is fundamental to convey to the interlocutors the stereotypes of behavior characteristic of one or another culture [3, p. 117]. Knowledge of foreign languages is a means of intercultural communication and effective interaction with representatives of other cultures. Significant attention to intercultural education and improvement of students' ability of intercultural communication during the study of a foreign language is due to the need to support the educational activities of students who are oriented to the outside world, with the aim of deepening the understanding of foreign culture.

Effectiveness, along with knowledge of a foreign language, depends on many factors: conditions and culture of communication, rules of etiquette, knowledge of non-verbal forms, expressions, background knowledge in general and many others [2]. Learning a foreign language and developing communication skills takes place most effectively in a natural language environment. Therefore, the saturation of the environment with elements of material culture, foreign language life is essential in this process. This is a necessary component of the development of communicative competence of communication participants. In our opinion, the criteria for the formation of communicative competence in a foreign language should include the ability and willingness of students to use it in communicative situations according to language norms, when processing foreign language information in combination with sociolinguistic and sociocultural knowledge; as well as the ability to build communication in the context of native and foreign language culture. Language competence,

which is characterized by intellectual, emotional-personal and regulatory-behavioral aspects, forms communicative competence and ensures successful professional and career activities in the future [4, p. 112].

An effective dialogue of cultures involves the formation of work experience through verbal and non-verbal forms of communication. Information and communication technologies transform education into a qualitatively new process that allows: to expand the audience of communication, to bring closer and overcome the boundaries between isolated communities thanks to the free exchange of ideas and information; comprehensively study the culture of other peoples and their experience; promote the mastery of a foreign language during the implementation of international projects. New information and communication tools foster a new culture in society, especially in the process of intercultural communication. In our opinion, the problem of adapting to such a new situation and gradually achieving mutual understanding between people from different cultural groups at this stage of cultural changes becomes a significant obstacle to interaction in everyday life, which is worth further scientific research.

Modern tools of social communication, in particular, Facebook, blogs, YouTube, Twitter allow people from all over the world to present themselves in a certain way and stay connected in cyberspace. It is obvious that the flexibility of information presented and transmitted by modern means, will have a direct positive or negative impact on development intercultural relations in the virtual community through the creation of a network of personal contacts [5, 6]. Scientists have found out that the use of new informational means of communication helps foreign students to overcome barriers in the process of intercultural adaptation. However, analyzing the features of the virtual environment, it is worth noting that digital platforms provide "synchronous" online communication similar to personal communication in a physical environment. Both types of communication are potentially risky because they can involve misunderstanding, opposition, and competition between people of different cultures, religions, educations, genders, etc.

Some researchers of online communication argue that although traditional face-to-face communication has been successfully replaced by computer-based communication, some specific cultural motives, determined by traditions and social preconditions, have a significant influence on the actions of participants in an online community. Because of this, regardless of the purpose of communication – online entertainment, learning and practicing a foreign language, establishing and strengthening various connections, etc. There is a need for common pragmatic and communi-

cative awareness, in addition to the need for a common language, to ensure mutual tolerance and respect [7].

In their works, scientists found that in the context of a foreign language, the use of Internet blogs not only had a positive effect on the development of intercultural relations, but also increased the level of competence of participants in intercultural communication. Analyzing the characteristics of the online communication environment, it should be noted that the English language is dominant in multilingual and cultural contexts; conversations lacked the orderliness of dialogue compared to communication in the physical world. Also, those who do not speak English or have difficulties using it are at a certain disadvantage [8]. So, online communication is a two-way action that requires both parties to learn foreign languages and cultures of other countries.

Conclusion: The virtual environment of the Internet offers ample opportunities for autonomous lifelong learning, as it provides free access to modern and easily modified materials, activities, resources, etc. Analysis of the possibilities of modern virtual platforms allows us to say that they provide numerous opportunities for learning and using foreign languages in practice. Students can find many written, visual and audio files, as well as people with whom they can share information and therefore teach each other or learn from each other. Therefore, modern educational systems should offer solutions for students that will create conditions for individual lifelong learning with a corresponding change in the evaluation system of their own educational activities. In order to successfully use the opportunities provided by the digital environment, in our opinion, it is important to review the criteria for successful foreign language learning, in particular, studying and taking various online tests. In other words, it is necessary to create conditions for effective independent learning of a foreign language by a person who can freely communicate with representatives of other cultures. In modern education, non-traditional programs should be encouraged to ensure dialogue between students and teachers or other participants of the virtual environment, knowledge about online communication, as well as methodology, materials and techniques. Participants of the virtual community should recognize the cultural and linguistic differences of different communities, and the appropriate level of foreign language proficiency provides significant advantages for educational and research activity, communication in a virtual environment. Therefore, the analysis of the features of the digital space of the Internet from the point of view of intercultural communication online allows us to note four essential elements of successful and meaningful communication: linguistic knowledge; knowledge of cultures of other communities; Internet

and technological equipment, as well as educational technologies; a postmodern perspective that can promote global tolerance and communication through understanding and respect for other cultures.

REFERENCES

1. Гришкова Р.О. Формування іншомовної соціокультурної компетенції студентів нефілологічних спеціальностей: [монографія] / Р. О. Гришкова. Миколаїв: Вид-во Чорноморського державного університету ім. Петра Могили, 2007. – 424 с.
2. М’язова І.Ю. Особливості тлумачення поняття «міжкультурна комунікація» / І. Ю. М’язова // Філософські проблеми гуманітарних наук. – 2006. – №8. – С. 108-113.
3. Шавкун І.Г. Міжкультурна комунікація як складова сучасної менеджмент-освіти / І. Г. Шавкун // Культорологічний вісник Нижньої Наддніпрянщини. – 2009. – Вип. 23. – С. 115-118.
4. D. Boyd, N. Ellison. Social network sites: Definition, history, and scholarship / Boyd D., Ellison N. // Journal of Computer-Mediated Communication. – 2007.
5. N. Ellison, C. Steinfield, C. Lampe. The benefits of Facebook "friends": Social capital and college students' use of online social network sites / Ellison N., Steinfield C., Lampe C. // Journal of Computer-Mediated Communication. – vol. 12.2007. – pp.143-168.
6. J. Walther. Interpersonal effects in computermediated interaction: A relational perspective / Walther J. // Communication Research. – vol. 35. – 1992. – pp. 79-91.
7. S. Thorne. Artifacts and Cultures-of-Use in Intercultural Communication / Thorne S. // Language Learning and Technology. – vol. 7(2), 2003. – pp. 38-67.
8. S. Thorne, J. Payne. Evolutionary Trajectories, Internet-mediated Expression, and Language Education / Thorne S., Payne J. // CALICO Journal. – vol. 22(3), 2005. – pp. 371-397.

ОСВІТА І КАР'ЄРА У СВІТЛІ ЦИФРОВОЇ ТРАНСФОРМАЦІЇ: ПЕРЕОСМИСЛЕННЯ ТА АДАПТАЦІЯ

ANDRUSHCHENKO Sofia,
Faculty of Information Technologies,
course I, group 11, specialty 124 "System Analysis",
State University of Trade and Economics,
Kyiv, Ukraine

Scientific supervisor
Kulazhenko Olena,
Lecturer of the Department
of Modern European Languages, SUTE

THE ROLE OF CONNECTIVISM IN THE DIGITAL TRANSFORMATION OF EDUCATION IN UKRAINE

Digital technology has triggered swift transformations and considerable challenges in modern society. The outbreak of the coronavirus in 2019 (COVID-19) has catalysed a surge in telecommuting and online education. Therefore, all participants in the field of education must be prepared to adapt and constantly learn new methods of knowledge transfer and acquisition. Online platforms for education were only widely utilized for teaching and learning after COVID-19. Despite significant efforts to support distance learning through technology as an educational outreach tool, there needs to be teachers' knowledge of using special programs, students' relevant skills, and the necessary technical equipment. Over time, the world has adapted and chosen convenient ways to overcome the problem.

On the one hand, many educational institutions transitioned back to in-person learning after the quarantine measures were eased. However, the war in Ukraine has necessitated a return to online communication. Consequently, now we have examples of both variants. They are traditional offline training and online education.

On the other hand, the beginning of the transformation of the learning process took place long before quarantine and other dangers prevented the visiting of the relevant institutions. In 2005, the term "connective" was introduced. His theory is represented by two publications: Siemens G. "Connectivism: A Learning Theory for the Digital Age" [3] and Downes: "An Introduction to Connective Knowledge [4]. Both works attracted considerable attention in the blogosphere, followed by an expanding

discourse on the appropriateness of connectivism as a learning theory for the digital age.

Connectivism is a conceptual framework designed to comprehend learning in the digital era. It highlights the role of internet-based technologies such as web browsers, search engines, wikis, online discussion forums and social networks in creating new learning opportunities. These technologies allowed people to access and share information globally via the World Wide Web and with each other. It was previously unattainable before the digital revolution. Learning is viewed not as an isolated process but as occurring within and between networks. Connectivism is based on the individual. Personal knowledge is structured as a network that interfaces with organizations and institutions. These entities, in turn, contribute to the network, perpetuating the learning process for individuals. This cyclical development of knowledge – from personal to network and organizational – allows learners to stay abreast of developments in their field by leveraging their established connections.

John Seely Brown introduces an intriguing concept suggesting that the Internet amplifies the impact of numerous small contributions by leveraging the substantial efforts of a select few [5, p. 3]. The fundamental idea is that connections forged with unconventional nodes enhance and augment existing large-scale endeavors. Mr. Brown illustrates this concept with the example of a project in the Maricopa County Community College system, where senior citizens are paired with elementary school students in a mentoring program. The children demonstrate increased receptiveness to these "grandparents" compared to their parents, and the mentoring significantly aids the teachers. In this scenario, the cumulative efforts of many older adults complement the significant efforts of a few teachers. As a result, we can analyse this principle and understand that mentoring has transitioned to the information available on the Internet nowadays. It is much easier for people to seek advice online than from their parents or teachers. Additionally, it is simpler for students to find explanations of topics that are adapted to their needs in various forums. The general explanation provided by the teacher, which is the same for everyone, is no longer as productive.

In conclusion, it can be stated that concepts and theories regarding the digitalization of the education system have been emerging for quite some time. Scientists demonstrate that traditional offline learning is diminishing in significance. Even if we do not fully transition to a completely online education system shortly, our in-person education will not resemble what it was decades ago. Presently, innovative approaches to lessons are gaining more and more recognition. Children no longer take tests on paper; instead, it has become commonplace to create computer

presentations, and communication among participants in the educational process occurs through messaging platforms such as Instagram, Telegram, and Viber.

REFERENCES

1. McCarthy A. M., Cavanaugh, C., Maor D. & McConney A. Digital transformation in education: Critical components for leaders of system change "Social Sciences & Humanities Open", 8(1). 2023.
2. Lipipun, V. & Angasinha, C. Educational transformation in the digital era: A developing country perspective. Corporate and Business Strategy Review 4(4, special issue). 2023. 252-261 pp.
3. Siemens, G. Connectivism: A Learning Theory for the Digital Age. International Journal of Instructional Technology and Distance Learning, 2. 2004
4. Downes S. An Introduction to Connective Knowledge. Innsbruck university press. 2005.
5. Brown, J. S. Growing Up Digital: How the Web Changes Work, Education, and the Ways People Learn. United States Distance Learning Association. 2002.
6. Kropf, D.C. Connectivism: 21st Century's New Learning Theory. The European Journal of Open, Distance and E-Learning, 16. 2013. 13-24 pp.

BABAK Danylo,
Faculty of Information Technologies,
course II, group 14, specialty 125 "Cybersecurity",
State University of Trade and Economics,
Kyiv, Ukraine

Scientific supervisor
Semidotska Viktoriia,
Senior lecturer of the Department
of Modern European Languages, SUTE

CHANGING EDUCATIONAL PARADIGMS: TRANSITION FROM TRADITIONAL TO ONLINE EDUCATION, BLENDED LEARNING, PERSONALIZED LEARNING

Changing educational paradigms – is not a one-time event, but an ongoing process that requires the efforts of all participants in the

educational process: students, teachers, parents, school leaders, scientists, and politicians. This is the method for making superior schooling for all, assisting individuals with arriving at their true capacity and prevail throughout everyday life.

For what reason is this significant? The present world is evolving quickly, and the schooling system should keep up with these progressions to prepare the acquirers of education for life in a dynamic and unusual future. The conventional model of schooling, where information is moved from the educator to the acquirers of education, no longer addresses the issues of society. The goals of education are focused on the development of competencies necessary for the successful lives of people in the 21st century, not just the banal transfer of knowledge by word of mouth.

The content of education is constantly updated to meet modern scientific knowledge, the needs of the majority of society, and the individual needs of those who wish to learn.

Teaching methods become interactive and person-oriented, stimulating critical thinking, creativity and independence in students.

The teacher acts not as a translator of knowledge, but as a facilitator who accompanies the student on his way to self-discovery and self-development. Evaluation of learning results becomes subjective, considering information and, yet in addition abilities, skills and individual characteristics of the acquirers of education.

The most recent three years have been long stretches of difficulties for schooling in Ukraine. The COVID pandemic, and presently a full-scale war, essentially restricted the capacity of youngsters to genuinely go to class and, in this way, pushed teachers to search for new organizations of schooling. And keeping in mind that during the Coronavirus pandemic, the primary assignment was to restrict actual contact to limit the spread of the infection, in the states of war, school administrators and neighbourhood networks face the undertaking of making the instructive cycle protected without losing quality. And this is where the fact that we are witnessing a full-fledged change in the educational paradigm, from the traditional method of teaching knowledge in institutions to online learning, is just right here. This led to the fact that many people were not at all ready for such drastic changes, and of course, from the very beginning, it was very difficult for everyone to accept the fact that it had come, and they had to put up with it, but over the years, as everyone had already mastered this technique, few people want to leave their already prepared comfort zone and stay at a remote study or place of work. The most recent three years have been long stretches of difficulties for schooling in Ukraine. But this also has its pitfalls, where during this time someone is not very used to this

form of study or work, and this is where such a term as mixed study or work sneaks up on us. And what is blended learning? From an overall perspective, mixed learning is a kind of learning where a portion of the acquirer of education mental movement happens in the example under the immediate direction of the educator, and the other part – in free work with electronic assets.

There are a few choices for "blending":

- blend of eye shape with remote.
- a mix of various preparation designs inside one class (fundamental up close and personal preparation utilizing distance learning innovations and different types of working with electronic assets, online courses, and so forth.)
- a blend of flexible review and work in the homeroom.
- blending the instructive substance (course books and instructive materials) with outside materials (electronic assets).

There are many models of blended learning:

Rotational model. The embodiment of this model is the purported "pivot" of the acquirers of education in the school. There is likewise a "revolution" of sorts of understudy exercises – on the web and disconnected. A variation of this model is work utilizing the "Flip Class" innovation, when the acquirers of education work on a piece of the material freely, and in the class, they examine far from being obviously true issues, talk with the educator, or review the following piece of the material. This is the model carried out today by most of the schools in Ukraine that have picked a blended training design.

Adaptable model. In this model, the acquirers of education work on an individualized timetable, generally on the web, and the educator is the teacher who arranges and exhorts them. The educator can give discussions both up close and personal and online in coordinated mode. This model is much of the time picked by distance learning schools. A few schools in Ukraine, mostly in country regions, likewise carried out this model during the pandemic and the dynamic period of military tasks (in somewhat safe locales).

A by and by situated model gives preparation as indicated by individual instructive directions (the acquirers of education concentrate on eye to eye and all the while work with outer electronic assets, online courses). Such a model can be utilized for top to bottom investigation of certain subjects, on account of a mix of full-time and extramural, full-time and on the web or different types of training.

A model of an improved virtual climate. This model includes the primary work in web-based mode on distance courses. Simultaneously, an understudy can go to specific illustrations (on the off chance that this model is applied independently), or certain examples are held for the acquirers of education of the entire class (for instance, toward the start and end of concentrating on a subject, to safeguard projects, examine specific points). Such a model will be valuable for networks where a school has been obliterated or harmed because of war, however there is a prepared computerized centre or different premises that can be utilized for classes.

The modern world is rapidly changing for the better, and the education system does not stand aside for a second. More and more, traditional teaching methods in schools, universities and other educational institutions are giving way to a new and more convenient blended education for the majority, which combines online classes and does not deprive people of live communication in classrooms. To summarize, I would like to draw your attention to the fact that in any situation, every person has the right to choose a form of learning that is comfortable for him; at the moment, there are many types of them, so you can study in any place that is convenient and safe for you. Everyone decides their own fate!

REFERENCES

1. Cinkir S. Changing Educational Paradigms: New Methods, Directions, and Policies. Lang GmbH, Internationaler Verlag der Wissenschaften, Peter, 2020. 422 p.
2. Hrastinski S. What Do We Mean by Blended Learning? *TechTrends*. 2019. Vol. 63, no. 5. P. 564–569. URL: https://doi.org/10.1007/s11528-019-00375-5.
3. Ismailova Y. A. THE USE OF INTERACTIVE METHODS IN TEACHING STUDENTS PROFESSIONAL-ORIENTED READING. *Theoretical & Applied Science*. 2019. Vol. 78, no. 10. P. 209–213. URL: https://doi.org/10.15863/tas.2019.10.78.38.
4. Liu J. N. K., Wang Y., Hu Y. An improved model of virtual-currency in social networking sites. *ICST Transactions on e-Business*. 2012. Vol. 7-9, no. 1. P. e3. URL: https://doi.org/10.4108/eb.2012.07-09.e3.
5. Moving beyond Conventional Schooling. *Creating a Learning School Creating a learning school*. 1 Oliver's Yard, 55 City Road, London EC1Y 1SP United Kingdom. P. 170–184. URL: https://doi.org/10.4135/9781446212493.n12.

6. Results, evaluation and learning. *OECD Development Co-operation Peer Reviews*. 2017. P. 71–78. URL: https://doi.org/10.1787/9789264287235-11-en.

7. Scala R. D. The Perfect Blend? *Cases on Online and Blended Learning Technologies in Higher Education*. 2010. P. 132–144. URL: https://doi.org/10.4018/978-1-60566-880-2.ch008

8. Tanggaard L. A Situated Model of Creative Learning. *European Educational Research Journal*. 2014. Vol. 13, no. 1. P. 107–116. URL: https://doi.org/10.2304/eerj.2014.13.1.107

9. Uddin M., Ahmed N., Mahmood A. A Learner Model for Adaptable e-Learning. *International Journal of Advanced Computer Science and Applications*. 2017. Vol. 8, no. 6. URL: https://doi.org/10.14569/ijacsa.2017.080618.

VELYCHKO Sofia,
Faculty of Information Technologies,
course I, group 11, specialty 124 "System analysis",
State University of Trade and Economics,
Kyiv, Ukraine

Scientific supervisor
Kulazhenko Olena,
Lecturer of the Department
of Modern European Languages, SUTE

FEATURES OF THE USE OF ARTIFICIAL INTELLIGENCE FOR EDUCATIONAL PURPOSES IN THE CONTEXT OF DIGITALIZATION

Nowadays, almost all developed countries in the world, such as the USA, Japan, South Korea, China, India and the countries of the European Union, are focused on the development of technology as the most important tool that can harm the main global problems in the future, such as food shortages, ecological problems of environmental protection, depletion of natural resources, etc.

At the current stage of socio-economic progress of the countries of the world, the level of technology development is increasing. This development, in turn, has a revolutionary character, permeates almost all aspects of

social life and becomes the basis for scientific fields of human activity, such as nano-, bio-, information and cognitive technologies [1, p.104].

In the modern world, the socio-economic progress of countries is increasingly conditioned by the development of technologies, in particular artificial intelligence. This type of technological development has emerged in the conditions of a post-industrial man-made society and is aimed at creative activity, the introduction of innovations, the production of services and the improvement of the quality of life.

During its development, artificial intelligence has gone through several periods of prosperity and decline, caused by both technical and philosophical limitations. Among the philosophical problems, the limitations of the computational approach, the impossibility of self-reflection, sensations, creativity, and flexible behaviour of artificial intelligence are highlighted.

Recently, there has been an intensive development of technologies, which has defined a new stage in the research of artificial intelligence. This development has facilitated the implementation of algorithms that previously required many hours of computation, and has led to the creation of programs that mimic various aspects of human activity, behaviour, and sensations.

First of all, this branch of artificial intelligence uses a pragmatic approach, capable of solving narrow tasks and formalizing limited subject areas. However, the probability of creating "strong" artificial intelligence remains low, and no one has identified its creation as the main goal.

The current state of research in the field of artificial intelligence is characterized by the features of post-nonclassical science, in particular, the growing importance of interdisciplinary research, axiological, economic and pragmatic orientation, as well as technical progress. Each separate field of artificial intelligence has the potential for new practical and theoretical advances, so research in this area will remain relevant [2, p.17].

Categorical intentions of artificial physical interference in human biological nature, due to the incorrect use of super technologies, hide the serious danger of unexpected consequences and irreversible processes, which causes natural concern about the fate of Homo sapiens and the future of humanity. Moreover, the challenges associated with super technologies are often perceived as inevitable and unavoidable, fatal to humanity and civilization. These challenges cannot be completely unavoidable or inevitable in advance and should be subjected to comprehensive analysis and deep objective research. For the future of humanity, it is important to know not only how a person came to this

world, but also where he is going, whether he has a real chance to continue his stay in this world.

In the ongoing discussions about computers, which are an absolutely important part of human destiny, cautionary views were also heard regarding the possible negative consequences of their evolution. N. Wiener expressed concern about a significant problem that we would undoubtedly encounter in the future: the issue of the relationship between humans and machines, and the challenge of appropriately allocating functions between them. This question remained important to him until the end of his life. He repeatedly warned about the possible negative consequences of this interaction, assuming moral responsibility for their avoidance. Other scientists, such as M. Minsky, articulated their thoughts similarly, noting that within the span of just one generation, a remarkable new species had emerged alongside humans: computing and similar machines. He emphasized the necessity for humans to coexist with these machines, recognizing that neither history, philosophy, nor common sense can fully predict the extent to which these machines will impact our lives in the future, primarily because they operate differently from the machines developed during the industrial revolution era.

With the rapid development of artificial intelligence, the debates about computer thinking, consciousness and the mind are becoming especially acute. The actualization of these questions is related to the concept of the possibility of achieving human immortality through the transfer of his thinking and consciousness to artificial media, such as electronic, neural network or silicon media [3, p.19-23].

REFERENCES

1. Святуха І. А. Конвергенція знань, технологій суспільства як необхідна умова прогресу людства у XXI столітті / І. А. Святуха // Вісник Харківського національного університету імені В. Н. Каразіна. Серія: Міжнародні відносини. Економіка. Країнознавство. Туризм. 2016. Вип. 5. С. 104-107.

2. Добровольська О. В. Філософський аналіз еволюції штучного інтелекту / О. В. Добровольська, В. І. Штанько // Studies in history and philosophy of science and technology. 2019. Vol. 28, № 1. С. 10-19.

3. Мороз О. Я. Штучний інтелект versus природний інтелект? (майбутнє людини в контексті викликів інтелектуальних супертехнологій) / О. Я. Мороз // Політологічний вісник. 2014. Вип. 72. С. 18–35.

VOROBIOVA Valeriia,
Faculty of Trade and Marketing,
course II, group 16, specialty 076 "Entrepreneurship and Trade",
State University of Trade and Economics,
Kyiv, Ukraine

Scientific supervisor
Tryhub Inna,
Senior Lecturer of the Department of
Foreign Philology and Translation, SUTE

DIGITIZATION OF EDUCATION: PROBLEMS AND PROSPECTS

Digitization of education – the introduction of modern information and communication technologies into all aspects of the educational process with the aim of developing students' skills in information analysis, critical thinking and effective use of various multimedia materials, as well as the activation of learning through interactive methods [1].

The conditions that led to the introduction of digital transformation in Ukrainian education grew out of challenges that arose in different periods of time. Firstly, during the "covid" crisis (2020-2022), when quarantine restrictions forced the reformatting of educational processes in a distance format. Next, Russian aggression, which led to psychological pressure and reduced motivation to study in the conflict zone, especially during air attacks and problems with technological and energy support. Weaknesses in digital infrastructure in conflict zones, such as problems with the Internet and energy resources, further complicate the situation, making access to education difficult due to power outages. All these problems led to difficulties in the educational process for various participants. In accordance with these challenges, training took place in three formats: online, offline and blended. This immediately highlighted educational and economic problems, such as the lack of network coverage for distance learning, the lack of e-textbooks, insufficient training of teachers, and materially insufficient provision of educational institutions with digital technologies, especially in rural areas [2].

Despite these difficulties, responding to the challenges of the times, Ukraine is successfully implementing digital transformations in the educational process. This process is taking place in the conditions of war and it is already giving its positive results. Today, the digital reality requires the definition of new pedagogical priorities, revision of teaching and upbringing methods, as well as analysis of problems and ways to solve

them. For the successful implementation of these tasks, it is necessary to combine the efforts of scientists and practitioners in the field of pedagogy, psychology and digital technologies to solve modern challenges in the field of education.

Therefore, there is currently a close cooperation between the Ministry of Digital Transformation and the Ministry of Education and Science, which takes place within the framework of a new approach to the management of the educational system.

Thanks to the implementation of this program, a number of projects were implemented, in particular, for preschool, general secondary and after-school education. The most successful project is the All-Ukrainian Online School. Children can use the platform both to study during quarantine and to familiarize themselves with materials they missed at school due to illness or other reasons. Recommendations for conducting mixed and distance learning using the educational materials of the platform have been developed for teachers. The platform is inclusive, as it includes lessons translated into sign language and additional audio tracks. In addition, it is available through a mobile application.

Summing up, the digital platform in the field of education in Ukraine opens up new opportunities for both students and teachers. It provides access to educational material at any time and from any place, which is especially relevant during quarantine restrictions and other unforeseen situations. In addition, the inclusive nature of the platform, which includes the translation of lessons into sign language and additional audio tracks, makes education more accessible to different categories of students, providing them with equal access to education. This approach helps to improve the educational process and increase the quality of education.

REFERENCES

1. Areshonkov V. Y. Digitization of higher education: challenges and answers. Bulletin of the National Academy of Sciences of Ukraine. 2020. No. 2 (2). P. 1-6.

2. Digitization of Ukrainian education. URL: https://oplatforma.com.ua/article/16004-tsifrovizatsiya-ukrainskoi-osviti-realizatsiya-problemi-i-perspektivi"

VOVKOTRUB Viktoriia,
Faculty of Information Technologies,
course II, group 3, specialty 121 "Software Engineering",
State University of Trade and Economics,
Kyiv, Ukraine

Scientific supervisor
Borshchovetska Valentyna,
PhD in Education, Associate Professor of the Department of
Modern European Languages, SUTE

IMPLEMENTATION OF DIGITAL INNOVATIONS IN HEALTHCARE: NEW HORIZONS FOR THE EDUCATION AND CAREERS OF MEDICAL PROFESSIONALS

Digital transformation is reshaping all aspects of life, delivering significant advancements and enhancements. Its impact is particularly profound in the medical domain, offering vast opportunities for healthcare professionals to expand their careers and capabilities. By leveraging digital innovations, the process of learning and practical engagement is streamlined, fostering the development of highly competent specialists. Advanced technologies like artificial intelligence, machine learning, virtual reality, and telemedicine are instrumental in making the healthcare sector more efficient and accurate [1].

One of the most crucial aspects of digital transformation in medicine is the use of artificial intelligence and machine learning. They can impact various aspects of education and future professionals' practice, contributing to improved diagnosis and health management. AI and machine learning can adapt educational programs to the needs and individual characteristics of each student, providing personalized learning. They can serve as virtual assistants, explaining complex concepts and providing recommendations [3]. Moreover, AI can automatically assess students' work, provide feedback, and offer suggestions for improvement. During medical practice, these technologies can assist doctors in accurate diagnosis of various diseases. They analyze medical images, medical histories, and symptoms to make assumptions and provide treatment recommendations. This contributes to personalized medicine, where data is analyzed using algorithms to find optimal treatment methods for each patient [2].

AI can also be employed to automate repetitive tasks and procedures, while surgical robots can execute intricate operations with minimal human involvement, thereby decreasing the chances of errors. Utilizing AI for

medical data analysis helps identify patterns and trends, contributing to enhancing medical practices. These functionalities significantly streamline the responsibilities of healthcare professionals and equip them with precise and effective tools for delivering medical care.

Another innovative field of digital transformation is the use of virtual reality (VR) and augmented reality (AR). These technologies provide new opportunities for learning, practice, and enhancing the patient experience [4]. Virtual reality can be utilized for simulation-based training of healthcare professionals. It creates an immersive environment where medical students and doctors can replicate clinical scenarios, perform procedures, and practice safely without risking patient harm. This improves skills and confidence in medical manipulations and enables more effective implementation of new methods and procedures. Augmented reality also finds application in medicine. It allows healthcare professionals to interact with virtual objects overlaid onto the real environment. For example, during surgical planning, doctors can use AR to visualize internal organs and structures, aiding in determining optimal treatment strategies and reducing the risk of complications [6].

Telemedicine is an extremely important aspect of digital transformation with a profound impact on the careers of healthcare professionals in the medical field. It utilizes advanced digital communication technologies to provide remote access to medical services and consultations. Telemedicine enables patients to receive necessary medical assistance directly from the comfort of their homes or remote regions, ensuring maximum convenience and accessibility of healthcare services. For healthcare professionals, telemedicine opens up numerous opportunities for remote work [5]. They can conduct consultations, diagnose, and treat patients using video conferencing, allowing them to efficiently utilize their time and resources. Furthermore, telemedicine fosters collaboration among healthcare professionals located in different regions or countries, expanding opportunities for professional growth and knowledge exchange. As a result, healthcare workers can establish connections and collaborate with colleagues from around the world, irrespective of geographical limitations [7].

Digital transformation holds great significance and benefits for the education of healthcare professionals and their career development. Artificial intelligence, machine learning, virtual and augmented reality, as well as telemedicine, play a vital role in this process. They enhance the accessibility of education, provide simulation-based learning opportunities, help optimize time and resource utilization, develop individualized approaches to patients, and contribute to continuous professional improvement.

REFERENCES

1. Charles B Wilson. The impact of medical technologies on the future of hospitals. National Library of Medicine. URL: https://www.ncbi.nlm.nih.gov/pmc/articles/PMC1129065/ (last accessed: 22.03.2024).

2. Dr. Bertalan Mesko. 20 Medical Technology Advances: Medicine In The Future – Part I. The Medical Futurist. URL: https://medicalfuturist.com/20-potential-technological-advances-in-the-future-of-medicine-part-i/# (last accessed: 22.03.2024).

3. Dr. Nicola Williams, Ph.D.. What does the Future Look Like for New Medicines? News Medical Life Sciences. URL: https://www.news-medical.net/health/What-does-the-Future-Look-Like-for-New-Medicines.aspx (last accessed: 22.03.2024).

4. Future of medical science. Deloitte. URL: https://www2.deloitte.com/content/dam/Deloitte/pt/Documents/life-sciences-health-care/future-of-medical-science.pdf (last accessed: 22.03.2024).

5. Hannah Burke. Top 10 new medical technologies 2022. Proclinical. URL: https://www.proclinical.com/blogs/2022-4/top-10-new-medical-technologies-2022 (last accessed: 22.03.2024).

6. 5 Innovative Medical Devices Inspired by Sci-Fi Technologies. USF Health Morsani College of Medicine. URL: https://www.usfhealthonline.com/resources/health-informatics/5-real-life-medical-devices-inspired-by-science-fiction/ (last accessed: 22.03.2024).

7. The future of healthcare technology. The Healthcare Insights. URL: https://thehealthcareinsights.com/the-future-of-healthcare-technology/ (last accessed: 22.03.2024).

HLYBOVETS Viktoriia,
Faculty of Information Technology,
course I, group 1, specialty 051 "Economics",
State University of Trade and Economics,
Kyiv, Ukraine

Scientific supervisor
Kulazhenko Olena,
Lecturer of the Department
of Modern European Languages, SUTE

USAGE OF DIGITAL TECHNOLOGIES IN EDUCATION: EXAMPLES FROM DIFFERENT COUNTRIES

Implementing digital technologies in education can give students knowledge about:

- received information and how to verify its accuracy;
- application of critical thinking;
- Internet safety;
- digital skills: learning how to work with technologies;
- creativity, especially how to create presentations, websites, videos and, so on;
- planning time, how to set goals and achieve them;
- cultures of other countries: technologies let students talk with peers from all over the world.

As we can see, the digitalization of education provides numerous benefits for students and makes easier teaching for educators. That's why countries all over the world are promoting the development of digitalization. Ukraine is not exception. Here are some examples of educational digitalization projects, which are already operating in Ukraine and supported by the Ministry of Education and Science of Ukraine:

- All-Ukrainian Online School – is a platform for distance and mixed learning of students in grades 5-11, as well as methodical support for teachers;
- The Single State Electronic Education Database – is an automated system whose functions include the collection, verification, processing, storage, and protection of information about the education system;
- Electronic journal system – digitalization of administrative processes in schools, including attendance tracking, grade recording, and communication with parents;

- Diia is an app, that contains documents and can provide free education by Diia. Education.

Indeed, the Ministry of Education and Science of Ukraine is actively engaged in the digitalization of education. This process is rapidly becoming more common in Ukraine. So, schools and universities started implementing technologies to engage students and teach them new skills, instead of using traditional teaching methods, which have already become boring and not so effective. Let's look at how education is digitalized in other countries. The first example is the Republic of Korea:

- sharing free and open-access journals and databases;
- cooperating with teachers and students across borders and geographic boundaries;
- facilitating social education and online collaborative learning;
- innovating teaching and learning methods, assessments, and educational leadership;
- providing distance education and mobile-based learning to promote lifelong learning;
- expanding free and open-access educational resources;
- improving school facilities and environments through the integration of technology;
- reinforcing of cybersecurity and ethics with the spread of new media;
- creating digital textbooks in math, English and computer science using artificial intelligence technologies.

Now, let's look at Government Initiatives for Digital Education in India:

- SWAYAM (Study Webs of Active Learning for Young Aspiring Minds) – is an internet platform offering courses from primary to postgraduate levels. It grants entry to top study resources, video lectures and interactive quizzes;
- National Digital Library (NDL) offers textbooks, articles, audiobooks, videos and lectures;
- e-Pathshala is a web portal and mobile application, provides access to educational content. Materials are accessible for students from grades 1 to 12 in numerous languages;
- DIKSHA – stands as a nationwide digital platform. It serves as a home for e-learning materials for students, teachers and parents. It presents interactive tutorials and worksheets, that are harmonized with the school curriculum;
- National Repository of Open Educational Resources (NROER) – provides a huge amount of digital content. This comprises textbooks, lesson plans, multimedia resources and teaching tools;

- Virtual Labs, which grant remote access to laboratories for students and teachers. It offers a simulated educational atmosphere. Users can conduct experiments and gain useful knowledge;

- National Programme on Technology Enhanced Learning (NPTEL), provides online courses and educational resources in various fields: engineering, sciences, humanities, and management.

As we can see, the digitalization of education in different countries is made in a way, which is more suitable for that country. Education will continue to be digitalized and it's a great way to provide knowledge to students with more quality, passion and inclusivity, paving the way for a brighter future.

REFERENCES

1. Коли освіта та цифрові технології – одне ціле: що нового чекає на українську освіту? Освіторія Медіа. URL: https://osvitoria.media/experience/koly-osvita-ta-tsyfrovi-tehnologiyi-odne-tsile-shho-novogo-chekaye-na-ukrayinsku-osvitu/ (дата звернення: 01.04.2024).
2. Цифровізація української освіти: реалізація, проблеми і перспективи. Педрада (Портал освітян України). URL: https://oplatforma.com.ua/article/16004-tsifrovizatsiya-ukrainskoi-osviti-realizatsiya-problemi-i-perspektivi#ancex1 (дата звернення: 01.04.2024).
3. Digital Education in India – Initiatives By Ministry of Education. Testbook. URL: https://testbook.com/ias-preparation/digital-education-in-india (date of access: 01.04.2024).
4. Digital transformation of education: the case of South Korea. URL: https://unesdoc.unesco.org/ark:/48223/pf0000387833 (date of access: 01.04.2024).

HORBACH Daryna,
Faculty of Finance and Accounting,
course II, group 5, specialty 232 "Social Welfare",
State University of Trade and Economics,
Kyiv, Ukraine

Scientific supervisor
Radchenko Yuliia,
Senior Lecturer of the Department
of Modern European Languages, SUTE

TECHNOLOGY AND DIGITAL TOOLS IN UKRAINIAN SOCIAL WORK PRACTICE

Technology has revolutionized nearly every aspect of modern life, and social work is no exception. In recent years, the integration of technology in the field of social work has brought about significant changes, enhancing the way social workers connect with clients, collaborate with colleagues, and collect and analyse data [2]. Technology and digital tools are increasingly important for Ukrainian social workers in their practice, especially in need for remote service delivery, communication, and collaboration.

One of the main uses of technology and digital tools in social work practice is to conduct assessments and interventions with clients, either online or through mobile devices. For example, you can use video conferencing platforms, such as Zoom or Skype, to conduct interviews, consultations, or counselling sessions with clients who are unable or unwilling to meet in person. You can also use apps, such as MoodKit or Headspace, to provide clients with self-help tools, such as cognitive behavioural therapy, mindfulness, or relaxation techniques. Additionally, you can use online surveys, such as SurveyMonkey or Google Forms, to collect data, feedback, or outcomes from clients, as well as to screen for risk factors, such as depression, substance abuse, or domestic violence [3].

Another use of technology and digital tools in social work practice is to facilitate communication and collaboration with other professionals, organizations, or stakeholders. For example, you can use email, text messaging, or instant messaging platforms, such as WhatsApp or Slack, to communicate with colleagues, supervisors, or referral sources, as well as to share information, updates, or documents. You can also use cloud-based services, such as Google Drive or Dropbox, to store and access files, such as case notes, reports, or forms. Furthermore, you can use social media

platforms, such as Facebook or Twitter, to network with other social workers, promote your services, or advocate for social justice causes [2].

A third use of technology and digital tools in social work practice is to enhance your education and research skills, as well as to access and disseminate knowledge. For example, you can use online learning platforms, such as Coursera or Udemy, to enrol in courses, webinars, or workshops that can help you update your knowledge, skills, or competencies [1]. You can also use online databases, such as PubMed or Google Scholar, to search for and access relevant literature, articles, or reports that can inform your practice or support your evidence-based decision making. Moreover, you can use online publishing platforms, such as Medium or WordPress, to write and share your own insights, experiences, or findings with other social workers or the public [2].

While technology and digital tools can offer many benefits for social work practice, they can also pose some challenges and ethical considerations that you need to be aware of and address. For example, you need to ensure that you have the necessary skills, equipment, and support to use technology and digital tools effectively and safely. You also need to ensure that you protect the privacy, confidentiality, and consent of your clients, as well as comply with the relevant laws, regulations, and codes of ethics. Furthermore, you need to be mindful of the potential risks, limitations, and biases of technology and digital tools, such as technical glitches, accessibility issues, or cultural appropriateness [3].

In summary, technology and digital tools have become integral to modern social work practice in Ukrainian. They offer significant advantages for assessments, interventions, communication, collaboration, education, and research.

These tools enable remote consultations, counselling sessions, and the provision of self-help resources to clients. They also streamline communication among professionals and facilitate access to educational resources and research findings. However, practitioners must navigate challenges such as ensuring privacy, confidentiality, and consent, as well as addressing potential biases and limitations.

Overall, while technology enhances social work practice in numerous ways, practitioners must remain vigilant to uphold ethical standards and prioritize client well-being.

REFERENCES

1. Hayes D. Technology in Social Work. Children and Young People Now. 2016. Vol. 2016, no. 23. P. 17–19. URL: https://doi.org/10.12968/cypn.2016.23.17 (date of access: 01.04.2024).

2. Ketsamaile C. Technology and Social Work. URL: https://www.linkedin.com/pulse/technology-social-work-cornelius-ketsamaile-x1kzf (date of access: 31.03.2024).

3. Ruffin S. How do you use technology and digital tools in your social work practice? URL: https://www.linkedin.com/advice/3/how-do-you-use-technology-digital-tools-your-social (date of access: 31.03.2024).

HURIEIEV Kyrylo,
Faculty of Information Technologies,
course I, group 2, specialty 121 "Software Engineering",
State University of Trade and Economics,
Kyiv, Ukraine

Scientific supervisor
Harbuza Tetiana,
PhD in Education, Associate Professor,
Head of the Department of
Modern European Languages, SUTE

THE ROLE OF ARTIFICIAL INTELLINGENCE IN SOFTWARE ENGINEERING

In recent years, artificial intelligence has become quite popular. According to Gartner's estimation, 37% of companies have integrated AI into their business operations today. The newest examples of AI perform a huge number of functions and surpass a person in many aspects, such as: information processing, content creation, speed of providing answers. It is not surprising that this technology has become a human assistant.

It will not be a mistake to compare artificial intelligence with the industrial revolution. Just as machines made life easier for people who were used to manual labour, AI is already helping us now. This is, in a way, a new stage in the development of industry and society in general, because this technology allows you to maximize the result by reducing errors to a minimum. Most operations, including programming, begin to be performed faster, because machine learning allows AI to learn new skills almost instantly.

Artificial intelligence is now integrated into various stages of the software development process, offering developers substantial enhancements in both quality and productivity. Its utilization not only enhances software

development but also fundamentally alters it, extending to areas such as quality testing and user interface design [1].

As for the field of programming, modern AIs can independently write codes based on user-specified parameters. Usually, the result is acceptable, but will not be able to compare with the code written by an experienced programmer. Artificial intelligence still lacks the skills and creativity of humans, but specialized AIs are getting better and better at programming, and in time may be able to match junior programmers. This is exactly what changes should take place in Software Engineering, which will lead to an increase in the skills of specialists [2].

Machine-written code still needs careful editing by a skilled programmer, especially in high-responsibility industries such as security, finance, or user data management. Therefore, it is more profitable to do most of the work yourself, using only the help of AI. However, in the near future this trend may change and people will only need to correct machine code, nothing more. But AI also has a number of disadvantages that prevent it from being fully integrated into our lives [3].

Numerous benefits come with the integration of artificial intelligence in software development. Nevertheless, there are also multiple challenges associated with its use. Below are some examples [4].

Table 1

The main advantages and disadvantages of ai in software engineering

Advantages	Disadvantages
Improved accuracy of various tasks	Bias and inaccuracies in work
Better collaboration between workers and AI	Dependence on embedded algorithms
Better scalability, which allows you to work with larger projects	Limited creativity due to following instructions
Increased productivity by performing routine tasks with AI	High investment for the implementation of AI in the work process
The ability to code for those without the relevant skills	

Since AI is still quite imperfect, it should not be said that it will completely displace programmers, designers, editors and other specialties from this field. The need for qualified specialists will not disappear in the near future, but it is quite possible that the requirements for IT specialists may increase.

At the moment, AI is superior to a beginner programmer, but a more complex level is difficult for it. However, we should not forget that even a few years ago, they could not even think about the modern capabilities of this technology, so it is possible that later artificial intelligence will compete with more qualified specialists.

Perhaps in the near future, IT professionals from various industries will have to study the features and algorithms of artificial intelligence more carefully, even if they do not do programming. This will allow for a better understanding of AI capabilities, thus improving the interaction between the specialist and the machine, as well as the ability to hold on to the job market, given the growing capabilities of AI. Also, knowledge about the work of AI will allow specialists to focus on its weaknesses, which will make it possible to avoid unnecessary mistakes and hone skills in which AI is inferior to humans.

In conclusion, it is worth noting that AI is a good assistant already and will become even better in the future. This technology can provide assistance both in the process of studying programming and at the stage of creating large-scale projects. However, it is worth remembering that progress does not stand still, so in the near future artificial intelligence technologies will be able to compete with programmers, so it is important to make certain changes both in the education system of software engineering students and in the methods of interaction of specialists with machines.

REFERENCES

1. How will Artificial Intelligence Impact Software Development? *Linkedin*. URL: https://www.linkedin.com/pulse/how-artificial-intelligence-impact-software-development-ukztc (last accessed: 22.03.2024).

2. Benefits and Perspectives of Artificial Intelligence in Software Development. *Intellectsoft.* URL: https://www.intellectsoft.net/blog/benefits-and-perspectives-of-artificial-intelligence-in-software-development/ (last accessed: 22.03.2024).

3. AI in software development: Key opportunities + challenges. *Pluralsight* URL: https://www.pluralsight.com/resources/blog/leadership/AI-in-software-development (last accessed: 22.03.2024).

4. Kumar N. Pros and cons of AI-assisted software development. *Binmile.* URL: https://binmile.com/blog/pros-and-cons-of-ai-assisted-coding/ (last accessed: 22.03.2024).

DRYHA Maryna,
Faculty of Information Technology,
course I, group 4, specialty 121 "Software Engineering ",
State University of Trade and Economics,
Kyiv, Ukraine

Scientific supervisor
Harbuza Tetiana,
PhD in Education, Associate Professor,
Head of the Department of Modern European Languages, SUTE

DIGITAL TOOLS FOR MASTERING FOREIGN LANGUAGES

Over the past decade, digital technologies have become an integral part of the educational process. With the development of information technology, the issue of using it in self-education, namely in independent learning of a foreign language, has become very relevant. Information technologies are a substantial source of potential educational resources and an efficient instrument that facilitates the acquisition of knowledge. They enable interactive, communicative, engaging, visual, and individual learning.

Learning foreign languages requires an integrated approach that covers the development of all the main language skills: listening and reading for receptive skills, and speaking and writing for productive skills. These elements represent language activities that contribute to the development of communicative language skills. Therefore, learners should use a variety of strategies and digital resources to achieve optimal results:

1. Listening. Listening to audio and video materials is one of the most effective methods of improving listening skills. YouTube video hosting is the most striking example. Short and informative videos, long video lectures, instructional vlogs and countless authentic videos allow anyone interested in learning a language to find something suitable. Speaking of videos, it's worth mentioning the possibility of accompanying videos with subtitles. The practice of using subtitles while learning a foreign language has a beneficial effect on listening skills. This process was later called dual processing, which involves visual and auditory perception at the same time (Plass and Jones 2005). Multimedia learning tools combine the positive properties of visual and verbal tools due to their inherent versatility and implement them with a much greater effect [1, c.48]. It is also very important to practice writing dictations, which will help to identify the most problematic words and phrases, as well as analyze the factors that affect comprehension, and improve spelling. Websites such

as dictationsonline.com, TED.com, Randall's Cyber Listening Lab, youngvic.org, and the LearnEnglish Podcasts program can help to improve listening skills.

It's hard not to mention Pimsleur language method, which is based on four main ideas: anticipation, graduated interval recall, vocabulary core, and organic learning. The most important part of the Pimsleur method is listening, in which the listener constructs phrases or reproduces them in memory in parallel with listening to the audio recording. A popular series of audio courses based on the Pimsleur Method was developed by Pimsleur Language Programs. The course consists of 3 parts of 30 lessons each and is audio material with textual support. Language learning takes place through active participation in communication, which is more progressive and significantly improves pronunciation, unlike traditional, passive learning through memorization by rote using the "just listen and repeat" method [1].

2. Reading. Information technologies provide a wide range of opportunities for developing reading skills: reading online versions of books, newspapers and magazines; exchanging written messages with foreign recipients (Lingbe, Speaky, HelloTalk programs); the ability to quickly publish own information, create Internet projects (web pages), and maintain social networks. Reading is the best way to expand vocabulary. For effective vocabulary learning, students can use apps such as Memrise, Anki, and Quizlet to memorize and retain new information. Quizlet, specifically, offers a variety of learning resources including flashcards, educational games, and quizzes. Moreover, it boasts an extensive library of user-generated study sets, along with the option to create custom sets. Quizlet facilitates organized learning through categorized tasks, interactive diagrams, and features for recording and playing audio, facilitating effective learning across diverse subjects. A large number of dictionaries with explanations of words are freely available. When it comes to learning English, the best dictionaries are The Free Dictionary (which has a large database of specific vocabulary, for example, dictionaries: medical terms, legal terms, synonyms, antonyms), Oxford Dictionaries, Collins Dictionary, Urban Dictionary (interactive dictionary of modern spoken English), Cambridge Dictionary. Moreover, the website thoughtco.com has many useful articles, news, thematic reviews in different languages, "word of the day", lists of common mistakes and their corrections, videos, and quizzes. This helps to develop not only language level but also cultural awareness [2].

3. Writing. Practicing writing, students can use online training courses where they can learn grammar and ask questions about an interesting aspect (spelling of a word, etymology, difference between

colloquial and literary norms, etc.) and discuss it with other users. An effective tool is keeping online diaries (such as Grid Diary), which can then be checked using text checking services, Grammarly being the most famous of them. The editor identifies and corrects spelling, grammar, lexical, and punctuation errors and allows to quickly learn the spelling of words.

4. Speaking. Speaking skills can be improved by participating in voice chats (e.g., Preply, which gives the opportunity to practice with language experts), competitions, Olympiads, teleconferences, and online video conferences. Students can practice speaking on their own by reading any text aloud and recording themselves. After that, they can listen to the audio version of the text and, comparing it with their recording, and analyze their mistakes. A useful program in this regard is Speechify, an application that uses artificial intelligence to convert text into speech [3].

As an additional tool, applications for learning languages in a game form : Ling App, Duolingo, Lingualeo, Rosetta Stone, Promova.

Another language learning assistant is ChatGPT, which allows to learn a foreign language through chatting with artificial intelligence. ChatGPT can help with language learning by offering interactive conversations, corrections, and feedback, which enable learners to enhance their speaking, writing, and comprehension abilities in the target language through practical practice.

Summarizing all of the above, it is imperative to emphasize that learning in the context of digital transformation is characterized by the availability of materials in real time, which simplifies the process of acquiring new knowledge and developing the necessary skills.

REFERENCES

1. Годованець Н. І. Використання сучасних інформаційних технологій при вивченні іноземної мови. *Науковий вісник Ужгородського університету. Серія: Педагогіка. Соціальна робота*. 2015. Вип. 35. С. 48–50.

2. 6 найкращих сучасних онлайн-словників англійської мови. *Grade Education Centre.* URL: https://grade.ua/uk/news/5-udobnyh-i-besplatnyh-onlajn-slovarej-anglijskogo/ (last accessed: 01.04.2024).

3. Pimsleur Method. *The Romance Club.* URL: https://theromanceclub.wordpress.com/study-aids/the-pimsleur-method/ (last accessed: 01.04.2024).

ZAVHORODNIA Diana,
Faculty of International Trade and Law,
course I, group 19, specialty 292 "International Economic Relations",
State University of Trade and Economics,
Kyiv, Ukraine

Scientific supervisor
Starosta Hanna,
Senior Lecturer of the Department
of Modern European Languages, SUTE

USING BLOCKCHAIN TECHNOLOGIES IN INTERNATIONAL TRADE: ADVANTAGES AND CHALLENGES

Blockchain technology stands at the forefront of digital innovation, promising to revolutionize international trade by offering unparalleled transparency, security, and efficiency. This thesis embarks on a journey to dissect the transformative impact of blockchain in global commerce, delving into its advantages and challenges with meticulous attention to detail. In addition to the traditional aspects of trade, blockchain technology also holds immense promise in areas like intellectual property rights protection, regulatory compliance, and even humanitarian aid distribution, expanding its scope far beyond financial transactions.

At its essence, blockchain epitomizes a decentralized digital ledger system, meticulously recording transactions across a network of computers. (Wong & Chin, 2007) This decentralized structure not only ensures security but also democratizes access to information, empowering small and medium-sized enterprises (SMEs) to participate more actively in global trade.

Rooted in cryptographic security and consensus mechanisms, blockchain ensures the integrity and immutability of data, fostering trust among participants. With data breaches and cyberattacks becoming increasingly common in the digital age, the incorruptible nature of blockchain offers a beacon of hope for securing sensitive trade information and safeguarding against fraudulent activities.

Explanation of How Blockchain Can Streamline International Trade Processes: Blockchain serves as the cornerstone of streamlined international trade processes, as evidenced by Chang and Chen's (2019) exploration of smart contract-based supply chain re-engineering. By automating tracking processes and enhancing transparency, blockchain mitigates inefficiencies and reduces transaction costs. Moreover, the use of smart contracts can expedite payment settlements and facilitate trustless interactions between

parties, eliminating the need for intermediaries and reducing the risk of disputes.

Statistical Data Illustrating the Growth of Blockchain Adoption in Various Industries: Litoshenko (2017) sheds light on the exponential growth of blockchain adoption across industries, underscoring its multifaceted applications beyond financial realms. Clark's (2014) insights into trade finance developments underscore the pivotal role of blockchain in addressing longstanding inefficiencies in global trade. Additionally, recent advancements in blockchain interoperability and scalability are driving increased adoption among enterprises seeking to leverage its benefits across diverse sectors.

Advantages of Implementing Blockchain in International Trade: Transparency and Traceability: Leveraging insights from Zamani and Giaglis (2018), we delve into how blockchain ensures transparency and traceability, fostering trust among trading partners. Swan's (2015) blueprint for transparent and auditable supply chains elucidates the transformative potential of blockchain in combatting fraud and enhancing accountability. Furthermore, the immutable nature of blockchain records enhances visibility across the entire supply chain, enabling stakeholders to trace the origins of products and ensure compliance with regulatory standards.

Enhanced Security: Szabo's (1996) concept of smart contracts serves as a testament to blockchain's enhanced security measures, eliminating intermediaries and fortifying data integrity. Back's (2002) hashcash protocol emerges as a robust defense mechanism against denial-of-service attacks, bolstering the resilience of blockchain networks. Moreover, the use of cryptographic hashing and consensus mechanisms minimizes the risk of data tampering or unauthorized access, enhancing the overall security posture of international trade networks.

Challenges and Limitations: The troubleshooting of implementation of blockchain technology: Costs associated with adoption. This is caused by the intricacies of technology and the infrastructures that are needed (such as the first development expenses), the inexperience with BT (such as the higher training costs), and sustainability costs. (Economic) Additional audits in order to ensure real-world compliance, this refers to recertification and further audits to address operating complexity and mistrust in SSC networks. (Economic) Loss of opportunity. The value of a possible advantage that was lost due to the lengthy payback period of the investment in the BT adoption process is referred to here (Economic) Operational intricacy. This explains the opposition to acceptance brought on by the complexity of the creation, upkeep, and use of BT. (Social) Insufficient trust. This is a reference to the lack of confidence that exists in BT within the SC network as a result of unclear regulations and entities'

ignorance of its basic characteristics (Social). Uncertainty in regulations. This results from the lack of established frameworks and standards and the current ambiguity surrounding the behaviour regulation of SSC entities (Social). Standardization is lacking. This illustrates how BT adoption in SSC networks is hampered by the absence of established protocols and standards (Social) Consumption of energy. This entails using more electricity to run countless pointless computations across the network (Environmental) [2]

Regulatory Uncertainty: Davydova (2017) delves into the regulatory labyrinth surrounding blockchain, highlighting concerns regarding data privacy, jurisdictional complexities, and compliance frameworks. The Impact of Blockchain Technology on International Trade and Financial Business (Slatvinska et al., 2022) underscores the imperative of harmonized regulatory frameworks to foster blockchain adoption. Scalability Issues: Swan (2015) and Zamani and Giaglis (2018) shed light on scalability challenges plaguing blockchain technology, necessitating innovations in off-chain scaling solutions and consensus algorithms.

Case Studies and Success Stories: Implementation of Blockchain in Trade Finance: Clark's (2014) examination of trade finance developments offers a glimpse into successful blockchain implementations, revolutionizing processes such as letter of credit issuance and invoice financing. Adoption of Blockchain in Supply Chain Management: Chang and Chen's (2019) case study underscore the transformative impact of blockchain-enabled supply chain re-engineering, enhancing transparency, efficiency, and trust among stakeholders.

Future Outlook and Recommendations: Leveraging insights from empirical studies and literature, I offer pragmatic recommendations to stakeholders, emphasizing the imperative of collaboration, standardization, and continuous innovation. By embracing blockchain technology judiciously, businesses and policymakers can navigate the complexities of international trade, unlocking unprecedented opportunities for growth and prosperity. Moreover, fostering a culture of knowledge-sharing and interdisciplinary collaboration can facilitate the development of best practices and industry standards, accelerating the adoption and implementation of blockchain solutions in international trade ecosystems.

REFERENCES

1. International trade – Trade in goods – OECD Data. theOECD. URL: https://data.oecd.org/trade/trade-in-goods.htm (date of access: 29.03.2024).

2. Samuel Yousefi, Babak Mohamadpour Tosarkani, Enhancing sustainable supply chain readiness to adopt blockchain: A decision support approach for barriers analysis, Engineering Applications of Artificial Intelligence, https://doi.org/10.1016/j.engappai.2024.108151. (date of access: 29.03.2024).

3. Will Blockchain Revolutionize Global Trade? | Insights Unboxed. Insights Unboxed. URL: https://insightsunboxed.com/will-blockchain-revolutionize-global-trade-ziv-baida/ (date of access: 01.04.2024).

4. World Trade Organization – Home page – Global trade. URL: https://www.wto.org/english/res_e/statis_e/wts2017_e/WTO_Chapter_06_e.pdf (date of access: 03.04.2024).

5. Мойсеєв В. І. (2010) Функціональна роль міжнародної торгівлі в умовах глобалізації, № 4/12 edn., Міжнародна економіка: Мойсеєв В.І. (date of access: 01.04.2024).

6. Торопков В.ВМ. (2009) 'Структурно тертериторіальна організація міжнародної торгівлі, Проблеми інформації та управління, (Vip. 9), pp. 108-112 (date of access: 03.04.2024).

7. Чернега О.Б., Кожухова Т.В. (2015) "Міжнародна торгівля як джерело та чинник сталого розвитку" Науковий вісник Херсонського державного університету. :, сс. 32-38. (date of access: 03.04.2024).

ZAKHAROVA Valeria,
HRYTSENKO Anna,
Faculty of International Trade and Law,
course I, group 8, specialty 081 "Law",
State University of Trade and Economics,
Kyiv, Ukraine

Scientific supervisor
Rudeshko Yevheniia,
Senior Lecturer of the Department
of Modern European Languages, SUTE

IMPACT OF DIGITAL TRANSFORMATION ON EDUCATION

First of all, it is necessary to point out that transformation is defined in the Cambridge Dictionary as a complete change in the appearance or character of something or someone [7]. Digital transformation in education

and science is a comprehensive effort to build an ecosystem of digital solutions in education and science, including the creation of a secure electronic learning environment, provision of the necessary digital infrastructure for educational and scientific institutions, raising the level of digital competence, digital transformation of processes and services, and automation of data collection and analysis [5].

At the same time, the rapid spread of digital technologies in education is characterized by their inability to fully realize powerful educational potential, in particular, in the development of cognitive, creative, cultural, linguistic and social competencies of an individual. The scientific and practical interest in the introduction of open education in the international educational space is actualized by new educational opportunities created by the continuous development of information technologies. The introduction of digital technologies leads to the democratization of education, flexibility in the organization of the educational process and individualization of education based on the individual characteristics of the student [6, c. 65–67].

According to the Concept for the Development of the Digital Economy and Society of Ukraine for 2018–2020, the digital transformation of general secondary education implies the use of digital technologies: from computer labs to digital technologies in every student portfolio and every classroom. Digital technologies should be used during the lessons, in the interaction of participants of the educational process, in the implementation of individual processes, etc [4].

Digitalization is the saturation of the physical world with electronic and digital devices, tools, systems and, of course, the establishment of electronic communication exchanges between them, which actually makes it possible to integrate the interaction of the virtual and physical, that is, to create a cyber-physical space. And digital technologies are defined as "both a huge market and industry, as well as a platform for the efficiency and competitiveness of all other markets and industries. High-tech production and modernization of industry with the help of information, communication and digital technologies, the scale and pace of digital transformation should become a priority for economic development" [1, c. 9–34].

S. G. Litvinova identifies the main directions of digital transformation of the educational process in secondary educational establishments, including the formation of a digital educational environment, the use of cloud technologies, the development of STEM (Science, Technology, Engineering and Math) education, the use of computer modeling and augmented reality, and the development of teachers' skills. Researchers

identify such global educational trends as cloud computing, robotics, digital communications, and the Internet of Things [3, c. 6].

Furthermore, scientists also emphasize the problems associated with the digitalization of educational process, such as lack of access to the Internet, inconsistent use of electronic resources, and the need for support from system administrators. Other researchers point out the growing demand for higher education, the development of new types of universities throughout the world, such as mega-universities and networks of universities without borders, and the need for and benefits of digitalization of education. Some researchers are considering the concept of the digital university and scenarios for its implementation, including the use of virtual and augmented reality, artificial intelligence and other innovative technologies [2, c. 41–42].

Hence, the digital transformation of education is not just a change in learning tools, but a holistic restructuring of the educational environment. Of course, digital transformation has both advantages and disadvantages, but if we overcome the obstacles, we can create an ideal environment for children, pupils and students to learn.

REFERENCES

1. Биков В., Лещенко М., Тимчук Л. Цифрова гуманістична педагогіка: Посібник. 2017. URL: http://surl.li/shgal (дата звернення 02.04.2024).

2. Дущенко О. Сучасний стан цифрової трансформації освіти. *Фізико-математична освіта.* 2021. №28(2). С.40–45. URL: //cyberleninka.ru/article/n/suchasniy-stan-tsifrovoyi-transformatsiyi-osviti/viewer (дата звернення: 01.04.2024).

3. Литвинова С.Г. Інформатизація і цифровізація загальної середньої освіти: ініціативи й освітнє впровадження. *Інформаційно-цифровий освітній простір України: трансформаційні процеси і перспективи розвитку*: матеріали методологічного семінару НАПН України (Київ, 4 квітня 2019 р.) Київ, 2019. С. 130–137.

4. Про схвалення Концепції розвитку цифрової економіки та суспільства України на 2018–2020 роки та затвердження плану заходів щодо її реалізації: Розпорядження Кабінету Міністрів України від 17 січня 2018 р. № 67-р/ Верховна Рада України. URL: ttps://zakon.rada.gov.ua/laws/show/67-2018-p#Text (дата звернення: 05.04.2024).

5. Цифрова трансформація освіти і науки/ Міністерство освіти і науки України. URL: http://surl.li/dqwon (дата звернення: 01.04.2024).

6. Шпарик О. Концептуальні засади цифрової трансформації освіти: європейський та американський дискурс. *Український педагогічний журнал.* 2021. № 4. С. 71.

7. Transformation// Cambridge Dictionary: English Dictionary, Translations & Thesaurus. URL: https://dictionary.cambridge.org/uk/dictionary/english/transformation?q=transformation (Last accessed: 31.03.2024).

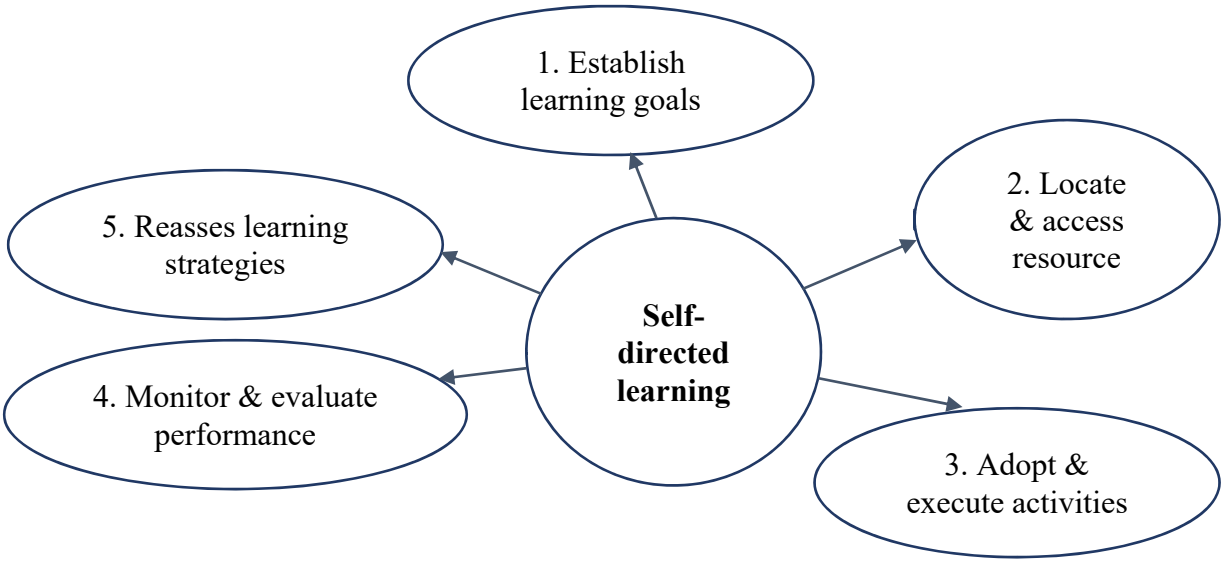
IHNATOVYCH Oleksandra,
Faculty of Information Technologies,
course II, group 4, specialty "Software Engineering",
State University of Trade and Economics,
Kyiv, Ukraine

Scientific supervisor
Pidkolesna Lyudmyla,
Senior Lecturer of the Department
of Modern European Languages, SUTE

SELF-EDUCATION AND SELF-IMPROVEMENT IN THE DIGITAL AGE

In today's fast-changing digital world, the quest for knowledge and personal advancement has entered a new phase. With the rise of digital technologies and online resources, people now have unprecedented chances to engage in self-learning and self-development. This piece examines how self-directed learning is changing education and personal growth in the digital era.

Empowerment through Self-Directed Learning: A significant aspect of the digital age is the empowerment of self-directed learning. Gone are the days when formal education was the only route to acquiring knowledge. Today, individuals can independently navigate their learning paths, utilizing a wide range of digital resources to pursue their interests. Whether through online courses, educational videos, e-books, or podcasts, the digital realm offers abundant learning opportunities. This democratization of education allows individuals to take charge of their learning journey on their terms.



Puc. 2. Self-directed learning

The proliferation of digital tools and platforms is central to self-education in the digital age. From learning management systems like Coursera and Udemy to language-learning apps such as Duolingo and Rosetta Stone, these platforms offer interactive learning experiences tailored to individual preferences. Additionally, the availability of open educational resources (OERs) and massive open online courses (MOOCs) has made high-quality education more accessible. By leveraging digital tools, individuals can enhance their skills, explore new interests, and unleash their potential.

Despite the wealth of information online, one challenge of self-education in the digital era is navigating through the abundance of content. With the spread of misinformation, digital literacy skills are crucial for evaluating information credibility. Moreover, the ability to filter, synthesize, and apply knowledge is essential in a constantly evolving information landscape. By developing critical thinking and digital literacy skills, individuals can effectively navigate the digital world and extract valuable insights.

In an era of rapid technological advancement, lifelong learning is more important than ever. Continuous learning not only ensures relevance in today's fast-paced world but also fosters personal growth. By embracing a growth mindset characterized by resilience and a passion for learning, individuals can thrive and seize opportunities for self-improvement. Additionally, the digital age offers numerous opportunities for skill development and career advancement.

So, in the 21st century's digital frontier, the potential for self-education and self-improvement knows no bounds. By harnessing digital

tools, individuals can embark on transformative learning journeys, expanding their knowledge and unlocking their potential. However, with great opportunity comes responsibility. It is essential to cultivate digital literacy skills and approach self-education with critical thinking. By doing so, individuals can navigate the digital landscape with confidence, curiosity, and a commitment to continuous learning and self-improvement.

REFERENCES

1. Dehaene S. How We Learn: Why Brains Learn Better Than Any Machine... for Now. 2020. 352 p. (дата звернення: 23.03.2024).
2. Wisdom University. Self-studying in the digital era. 2024. 204p. (дата звернення: 23.03.2024)

LYTOVCHENKO Anna,
Faculty of Information Technologies,
course II, group 11, specialty "System Analysis",
State University of Trade and Economics,
Kyiv, Ukraine

Scientific supervisor
Ovcharova Olena,
Lecturer of the Department
of Modern European Languages, SUTE

THE GLOBAL IMPACT OF INFORMATION TECHNOLOGIES ON CAREER DEVELOPMENT AND EDUCATION IN THE MODERN WORLD

As we delve deeper into the digital age, the role of information technology (IT) in shaping various industries is becoming increasingly significant. In an increasingly digitized world, understanding how technology shapes our interactions, decisions, and experiences is crucial. From communication and education to work and entertainment, technology permeates nearly every aspect of modern existence.

Despite the resilience demonstrated by the IT market at the initial stage of the full-scale war, in 2023, disappointing signals began to emerge about the deterioration in some indicators of recruitment, business activity, and the financial status of the IT market. Open data analysis allows us to understand what is happening with the IT market economy, which

companies hold leading positions in revenue, and which regions of Ukraine remain the most promising for IT business [7].

Artificial Intelligence. Whether creating realistic text, images or music; automating algorithm improvements, mimicking human decision-making using artificial neural networks; or automating text translation and speech recognition, Al use will continue to expand and be widespread [3].

In recent years, the global job market has experienced profound changes driven by the rapid advancement and widespread adoption of digital technologies. Innovations such as artificial intelligence (AI), big data analytics, and cloud computing have revolutionized industries across various sectors. However, this digital transformation presents both opportunities and challenges for the workforce, particularly in terms of job security and skill requirements [2].

Blockchain Technology. In 2024, the impact of blockchain technology on audit practices is becoming increasingly apparent. Blockchain's decentralized and transparent nature is revolutionizing the way financial transactions are recorded and verified. Auditors are leveraging blockchain to enhance the integrity and reliability of financial information, as transactions on a blockchain are immutable and tamper-proof [4].

Cybersecurity. The top three cybersecurity concerns in 2024 remain the same as last year: data centre vulnerability, cloud vulnerability, and security issues related to the mobile and hybrid workforce/employees using their own devices. But other cybersecurity concerns will rise in 2024, including ransomware attacks (37% in 2024, up from 30% in 2023), phishing attacks (35% in 2024, up from 25% in 2023) and insider threats (26% in 2024, up from 19% in 2023) [3].

In today’s fast-paced world, technology has become an integral part of our everyday lives, revolutionizing the way we live, work, and communicate. From the moment we wake up to the time we go to bed, technology surrounds us, shaping our interactions, decisions, and experiences in countless ways.

- ***Technology in communication.*** Technology has revolutionized communication, enabling seamless interaction through smartphones, social media, and messaging apps. With instant messaging and video calls, staying connected with others has become easier than ever. Digital tools have facilitated global connections and collaboration, bridging geographical barriers [5].
- ***Technology in education.*** In recent years, e-learning has experienced a remarkable surge in popularity, transforming the landscape of education and training worldwide. With the advent of digital technology and the internet, traditional classroom-based learning is being complemented and, in some cases, replaced by innovative e-learning platforms

and tools. E-learning platforms offer a wide range of courses and subjects, covering virtually every field imaginable, from academic disciplines to professional skills and vocational training. Whether it's learning a new language, mastering coding skills, or earning a degree from a prestigious university, e-learning provides access to a wealth of educational opportunities that may not be available locally or through traditional educational institutions [6].

- ***Technology in career development.*** Technological progress has had an enormous effect on work, jobs, and skills, as well as employment throughout the history of mankind. One of the more recent and most impactful examples is the 19th century's Industrial Revolution when machines replaced many of the professions that had previously required manual labor. This was a pivotal moment in human history and one that fundamentally changed modern society.

In the near future, many routine jobs will be replaced and this process is already happening. Thus, data entry, assembly line work and even, in some cases, customer service will become automated. But there are also benefits for the job market. Technological advances generate new jobs, provide better working conditions, increase productivity, improve communication, produce more opportunities for education [1].

- ***Technology in business.*** Technology is essential for modern business operations, streamlining processes, enhancing efficiency, and driving innovation. Software solutions automate tasks, while cloud computing enables remote collaboration. Data analytics provides valuable insights for decision-making, and e-commerce platforms facilitate global transactions. Nonetheless, businesses must invest in cybersecurity and employee training to mitigate risks associated with technological advancements [5].

Information technologies play a significant role, in various aspects of society such as communication, e-learning, career, employment and commerce. Artificial intelligence is advancing blockchain is transforming the sector and cybersecurity continues to be essential. While there are obstacles to overcome technology brings ideas, effectiveness and interconnectedness. By staying updated on developments we can utilize technology, for advancement and positive global change.

REFERENCES

1. Daniil Filipenco, published January 2024, Technology's impact on employment: benefits and drawbacks – URL: https://www.developmentaid.org/news-stream/post/173022/technology-impact-on-employment

2. Fola Vincent Akinloose, published March 2024, Impact of Digitalization on Jobs: Building A Sustainable Workforce for the Future – URL: https://www.linkedin.com/pulse/impact-digitalization-jobs-building-sustainable-esfre

3. Impact of Technology 2024 – URL: https://transmitter.ieee.org/ impact-of-technology-2024/#story-6

4. Muhammad Zulqarnain, published January 2024, The Transformative Impact of Information Technology on Audit Practices in 2024 – URL: https://www.linkedin.com/pulse/transformative-impact-information-technology-audit-2024-zulqarnain-kyepf/

5. Nikitatomar, published February 2024, The Impact of Technology on Everyday Life – URL: https://medium.com/ @nikitatomar888/the-impact-of-technology-on-everyday-life-b66af177e7cf

6. Nikitatomar, published February 2024, The Rise of E-Learning – URL: https://medium.com/@nikitatomar888/the-rise-of-e-learning-f0de991e7f91

7. Roman Kornyliuk, published September 2023, IT development in Ukraine: Current situation and prospects – URL: https://blog.youcontrol.market/it-development-in-ukraine-current-situation-and-prospects/#what-is-happening-with-the-export-of-it-services

LIUBARETS Daria,
Faculty of International Trade and Law,
course I, group14, specialty 291 "International Relations,
Public Communications and Regional Studies",
State University of Trade and Economics,
Kyiv, Ukraine

Scientific supervisor
Nypadymka Alla,
PhD in Philology, Associate Professor, Associate Professor of the Department of Modern European Languages, SUTE

APPLE'S GLOBAL EDUCATION INITIATIVES IN TODAY'S EDUCATIONAL LANDSCAPE

The preference for Apple products, particularly iPads and MacBooks, in many U.S. schools today is largely due to their alignment with the needs and goals of modern education, underscored by their user-

friendly design, robust ecosystem, and a wealth of educational applications and features, making them popular choices in educational settings.

Apple explains the importance and need for students to use their products in this way: "Education institutions today need technology that works in a multi-platform world, offers proven reliability and security, and delivers lasting value. Only Apple provides everything you need to deliver on the promise of digital teaching and learning–from hardware, system software, and applications through resources, support, training, and certifications" [4].

Apple devices come with a range of built-in accessibility features, making them suitable for students with different learning needs and abilities. Features like VoiceOver, Zoom, and Guided Access help ensure that all students can benefit from technology in education. Apple products offer robust content creation tools, enabling students to engage in creative projects like video production, music creation, and graphic design. This can enhance learning by integrating creativity and technology skills. Apple offers discounts for educational institutions, making it more affordable for schools to integrate technology into their classrooms. They also provide various programs and resources for educators, such as Apple Teacher and Apple Education Learning Series.

The Apple Education Learning Series is a collection of resources and guides designed by Apple to help educators integrate technology into their classrooms effectively. This series is part of Apple's broader commitment to education and is aimed at leveraging the potential of Apple devices to enrich teaching and learning experiences. The Apple Education Learning Series offers educators a range of video tutorials and webinars that cover various topics, from basic device management to advanced instructional strategies using Apple devices. Additionally, Apple provides a series of PDFs and online guides offering step-by-step instructions, lesson ideas, and best practices for using iPads and Macs in the classroom. Recognizing the importance of inclusive education, the series offers resources on using Apple's built-in accessibility features to support all learners, including those with special educational needs [3]. The Apple Education Learning Series encourages educators to explore innovative teaching practices, experiment with new tools, and think creatively about how technology can support learning objectives.

Apple Professional Learning was created to ensure that investments in technology lead to tangible improvements in education. By equipping educators with the necessary skills and knowledge, APL aims to ensure that technology is used effectively to enrich the educational experience, rather than just being an additional tool in the classroom. The initiative

acknowledges the pivotal role of teachers in the learning process and seeks to enhance their capabilities with technology as a powerful ally in education [7].

The Apple Education Community serves as a dynamic platform designed to support educators, providing them with a space to learn, share, and connect over the effective use of Apple technology in education. This community plays a vital role in fostering a collaborative environment where educators can find resources, gain insights, and exchange ideas to enhance teaching and learning. The Apple Education Community offers various professional development resources, including webinars, tutorials, and courses that help educators develop their skills in integrating Apple technology into their teaching practices. Educators can access a wealth of resources, such as lesson plans, instructional materials, and best practices, which are shared within the community. These resources are designed to help teachers effectively use iPads, Macs, and other Apple products in educational settings [2].

The Apple Teacher Forum (Beta) is a platform designed by Apple to support and connect educators using Apple products in their teaching. Although specific details about the forum can vary and evolve, the general purpose of the Apple Teacher Forum is to foster a community where educators can share experiences, resources, and best practices related to integrating Apple technology in education. Members can share teaching materials, lesson plans, and innovative ideas on how to effectively use Apple devices and software in the classroom. [5]. By engaging with the forum, educators can discover new ways to integrate technology into their teaching, potentially enhancing student engagement and learning outcomes. It can serve as a channel for providing feedback to Apple, allowing the company to gather insights on the needs and experiences of educators, which can inform the development of future products and services.

The Apple Teacher Learning Centre is a dedicated platform provided by Apple to support educators in their professional development, specifically in integrating Apple technology into their teaching. It offers a wide array of resources, including self-paced learning modules, tutorials, and inspirational ideas designed to enhance educators' skills with Apple products and applications. Educators can earn recognition through the Apple Teacher program by completing these modules and demonstrating their proficiency in using Apple tools effectively in educational contexts. This platform fosters a community of practice among educators, encouraging them to share insights and learn from each other's experiences [6]. Overall, the Apple Teacher Learning Centre is an invaluable resource for educators

looking to leverage Apple technology to enrich student learning and engagement.

Apple places a strong emphasis on security and privacy, essential for safeguarding both educator and student data. Educational institutions can utilize these features to create a secure digital environment for educators. Apple's global education initiatives, like ConnectED, illustrate their dedication to leveraging technology to improve education, particularly in underserved areas. Apple's global education initiatives, such as ConnectED, play a crucial role in modern education for several reasons, particularly in how they support educators. ConnectED and similar initiatives aim to provide technology access to underserved schools and communities. By doing so, they help ensure that educators in these areas have the tools necessary to offer a contemporary education to their students, regardless of economic constraints. This not only benefits student learning but also provides teachers with new pedagogical tools and methods [1]. In a world where technology is increasingly integral to every aspect of life, including education, initiatives like ConnectED are vital in ensuring that all educators have the tools and skills they need to provide a relevant and effective education to their students, preparing them for the demands of the 21st century.

Apple provides professional development resources for educators, aiding them in effectively and creatively incorporating technology into their instruction. By integrating Apple products into the educational setting, institutions can offer educators engaging, interactive, and personalized professional development experiences, equipping them with the skills necessary in a technology-centric world.

REFERENCES

1. Apple Enc. Apple and Connect ED. URL: https://www.apple.com/connectED/index.html

2. Apple Enc. *Apple Education Community.* URL: https://education.apple.com/

3. Apple Enc. *Apple Education Learning Series*. URL: https://education.apple.com/learning-center

4. Apple Enc. *Apple in Education IT. Empowering educators and students.* URL: https://www.apple.com/education/docs/Apple-10-Reasons-Apple-in-Education-IT.pdf (Last accessed 29.03.2024).

5. Apple Enc. *Apple Teacher Forum (Beta).* URL: https://education.apple.com/forum

6. Apple Enc. *Apple Teacher Learning Centre.* URL: https://education.apple.com/learning-center

7. Apple Enc. *Professional learning for professional educators.* URL: https://www.apple.com/education/k12/professional-learning/

8. Copley-Woods H. Why so many schools prefer Apple? *Jamf Blog*. 2022. May, 5. URL: https://www.jamf.com/blog/why-so-many-schools-prefer-apple/ (Last accessed 31.03.2024).

MALOSHUK Yaroslav,
Faculty of Information Technologies,
course I, group 15, specialty 126 "Information Systems and Technologies",
State University of Trade and Economics,
Kyiv, Ukraine

Scientific supervisor
Bielova Viktoriia,
Associate Professor, PhD in Education, Associate Professor of the Department of Modern European Languages, SUTE

IMPACT OF THE DIGITAL REVOLUTION ON EDUCATION AND CAREER

The digital revolution is rapidly reshaping our world, and the landscape of education and careers is no exception. This transformation presents both challenges and opportunities, demanding a critical revaluation of traditional methods and a focus on fostering adaptability in both learners and professionals [1].

Point 1: The Evolving Landscape

Education: Curriculums need to integrate digital literacy and equip students with the skills to thrive in a tech-driven world. This includes critical thinking, data analysis, problem-solving, and the ability to learn new technologies quickly [2]. Imagine classrooms where students aren't just memorizing facts, but actively using coding languages to build robots or analyzing real-time data sets to solve environmental problems [4]. The World Economic Forum's Future of Jobs Report 2020 highlights the growing demand for these skills in the workforce [2].

Careers: Automation and artificial intelligence are disrupting traditional job markets. The key to success lies in developing a growth

mindset and cultivating a diverse skillset that complements, rather than competes with, technology [3]. While some jobs may be automated, new opportunities will emerge requiring human creativity, empathy, and complex problem-solving abilities [3].

Point 2: Rethinking Education for the Digital Age

Focus on Skills, not Just Content: Rote memorization takes a backseat to fostering creativity, collaboration, and the ability to adapt to changing information landscapes [4]. Project-based learning, where students tackle real-world challenges in collaborative teams, is a powerful example of this shift. Resources like the ISTE Standards for Students provide a framework for developing these essential 21st-century skills [4, 6].

Lifelong Learning: The concept of education needs to extend beyond formal schooling. Individuals must embrace continuous learning to stay relevant in the dynamic digital job market [5]. Online learning platforms like Coursera and Udemy offer a vast array of courses to help individuals develop new skills and keep pace with technological advancements [9, 10].

Technology as a Tool: Educational institutions must leverage technology to personalize learning experiences, promote accessibility, and provide students with the tools to navigate the digital world effectively [6]. This could involve using adaptive learning software to tailor instruction to individual needs, or incorporating virtual reality simulations to enhance understanding of complex concepts [6].

Point 3: Adapting Careers in the Digital Age

Developing a Growth Mindset: Embracing lifelong learning and viewing challenges as opportunities for growth is crucial for navigating the ever-evolving job market [7]. Stanford psychologist Carol Dweck's research on growth mindsets demonstrates the power of believing in one's ability to learn and improve [7].

Building a Diverse Skillset: Focusing on a combination of hard skills (technical expertise) and soft skills (communication, teamwork, and critical thinking) allows individuals to add value beyond what technology can replicate [8]. While technical skills are important for specific roles, soft skills are essential for success in any job market.

Upskilling and Reskilling: Continuous professional development, through online courses, bootcamps, or certifications, is essential to stay competitive and adapt to emerging technologies [9, 10, 11]. Platforms like Credly offer industry-recognized certifications that can validate an individual's newly acquired skills to potential employers [11].

In the face of digital transformation, education and careers are undergoing metamorphosis. By rethinking traditional approaches and

embracing adaptability, both learners and professionals can not only survive but thrive in this exciting new era. The future of work will belong to those who are lifelong learners, possess a diverse skillset, and are ready to adapt to the ever-changing digital landscape.

REFERENCES

1. Heading URL: https://www.weforum.org/publications/the-future-of-jobs-report-2020/ (date accessed 27.03.2024)
2. Heading URL: https://files.eric.ed.gov/fulltext/ED519462.pdf (date accessed 27.03.2024)
3. Heading URL: https://www.relocatemagazine.com/technology-how-the-digital-revolution-will-affect-the-future-workforce (date accessed 27.03.2024)
4. Heading URL: https://www.marietta.edu/sites/default/files/documents/21st_century_skills_standards_book_2.pdf (date accessed 27.03.2024)
5. Heading URL: https://www.europarl.europa.eu/thinktank/infographics/lifelonglearning/ (date accessed 27.03.2024)
6. Heading URL: https://iste.org/standards/students (date accessed 27.03.2024)
7. Heading URL: https://medium.com/stanford-magazine/carol-dweck-mindset-research-eb80831095b5 (date accessed 27.03.2024)
8. Heading URL: https://www.weforum.org/publications/the-future-of-jobs-report-2020/ (date accessed 27.03.2024)
9. Heading URL: https://www.coursera.org/ (date accessed 27.03.2024)
10. Heading URL: https://www.udemy.com/ (date accessed 27.03.2024)
11. Heading URL: https://info.credly.com/solutions/product-certifications (date accessed 27.03.2024)

MARTYNOVA Hanna,
Faculty of International Trade and Law,
course IV, group 24, specialty 293 "International Law",
State University of Trade and Economics,
Kyiv, Ukraine

Scientific supervisor
Ternova Oksana,
Senior Lecturer of the Department
of Modern European Languages, SUTE

THE USE OF DIGITAL TECHNOLOGIES IN THE PROFESSIONAL ACTIVITIES OF A LAWYER

Digital computer technologies are rapidly spreading in our everyday life. Jurisprudence is no exception. In the legal sector, digitalisation is developing in several areas, such as automation of typical legal services, use of online legal services, "digitalisation" of public services and their online provision, transition to the e-justice system, modelling of legal decisions based on artificial intelligence, etc., which will be discussed in more detail in this paper.

Firstly, with the development of digital technologies, including artificial intelligence, Ukraine is currently successfully using automated systems and databases in the justice sector, such as the Unified Judicial Information and Telecommunication System (UJITS) and its subsystems "Electronic Cabinet", "Electronic Court" and video conferencing subsystems, which contributes to increased openness, accessibility and efficiency [4, p. 2].

Secondly, artificial intelligence and chatbots (e.g. ChatGPT), although still used by a small number of legal professionals, are slowly gaining popularity. Artificial intelligence provides lawyers with access to new tools and technologies that simplify the process of researching the necessary information, expand their search capabilities and increase overall productivity [6]. For example, automating routine tasks such as reviewing documents and analysing contracts, clarifying certain key elements of a contract and highlighting potential risks or issues, searching for information in large amounts of data, such as when searching for case law or analysing codes, laws and other regulations, as well as analysing past and predicting future court decisions [3, p. 67]. Open DataBot monitors changes in business registration data and tracks court cases. This allows entrepreneurs and lawyers to quickly receive updated information and take appropriate action based on this data.

In addition, professional computer platforms, legal reference systems and special-purpose databases are emerging. Today, there are information retrieval systems, legal information systems and legal information systems in operation in Ukraine: "Law (Liga), "ЄДБО" (Inforesource), the Unified System of Electronic Public Procurement ProZorro, etc. These systems collect, accumulate, systematise, store and provide consumers with various legal information, etc. Today, there are about 350 state registers in Ukraine. Most of them are not basic, such as demographic, land cadastre, register of property and real rights, register of legal entities and individuals and public organisations – which we call the "ЄДР" [2, p. 59]. It is also important to note the provision of services to citizens online. For example, there are 119 services available on the portal of the Cabinet of Ministers of Ukraine. Some services are also provided electronically by the Centres for Administrative Services and Service Centres of the Ministry of Internal Affairs. Medical services can be provided through the electronic healthcare system eHealth (eZdorovya), provision of medicines by the National Health Service of Ukraine under the Government's reimbursement programme "Affordable Medicines", online receipt of public services through the system "Cabinet of Electronic Services" of the Ministry of Justice of Ukraine, and others.

In Ukraine, steps have already been taken to regulate the issue of copyright protection of works created by artificial intelligence and the ownership of authorship rights. For example, the Law of Ukraine "On Copyright and Related Rights", Article 33 "Sui generis right to non-original objects generated by a computer program", for the first time regulates the issue of copyright for works generated by a computer program, including AI [1]. Since the criterion of "originality" is the creative contribution of a person, works created entirely with the help of AI are considered non-original and protected by special rights under the law.

In an innovative economy and information society, where documents are organised and analysed automatically through robotics and digital technologies (e.g. drafting contracts, lawsuits, etc.), the cost of legal services is decreasing. This benefits clients and generates competition among lawyers for superiority, improving the quality of services. Competition in this area is constantly growing, and lawyers are forced to resort to non-standard methods of self-promotion that would distinguish them from others in the new market, help them find new clients, and maximise their professional self-realisation [5, p. 55]. Under modern conditions, a lawyer is forced to develop multifunctionality and move away from narrow specialisation and live "in step with the times",

constantly improving himself mentally and professionally. There is a need to use the potential of artificial intelligence in the work of a lawyer and to develop innovative products designed to streamline social and individual relations. It is not the professional skills possessed by a specialist that are important, but his or her ability to use and effectively combine the entire range of skills to collectively solve complex problems. An integral part of providing professional legal services is the ability to create and work in search databases, registries, mobile applications, work in an electronic document management system (to put an electronic digital signature), organise video conferences, etc. Now it is not enough to just know the laws. Now it is not enough to just know the law. Today, to be competitive, a lawyer needs to be aware of modern technological solutions and automation methods available to the profession [7].

Consequently, digital technologies are increasingly being introduced into the legal profession to improve the accessibility and efficiency of legal services. The use of automation, artificial intelligence and online services helps to simplify work processes for legal professionals and provides quick access to relevant information for citizens. The development of digital technologies has become a necessity for a modern lawyer, who must combine knowledge of the law with the ability to work in a virtual environment and use new tools to successfully solve problems.

REFERENCES

1. «Про авторське право і суміжні права»: Закон України від 01 грудня 2022 р. № 2811-IX. Голос України. 2022. 31 груд.
2. Кожевнікова А. В. Технологія блокчейн у цивілістичному процесі. Актуальні проблеми вітчизняної юриспруденції: наук. зб. № 1. Дніпро: ДНУ, 2022. С. 59.
3. Тропіна О.М. Правові аспекти діджиталізації юриспруденції за допомогою штучного інтелекту. Актуальні проблеми економіки, управління та маркетингу в аграрному бізнесі: зб. матеріалів доп. учасн. II Міжнар. наук.-практ. конф. Дніпро: ДДАУ, 2023. С. 67.
4. Фрончко В.О. До питання про цифрову юриспруденцію. Актуальні проблеми правознавства: випуск 2 (18). Терпопіль: ТНЕУ, 2019. 144 с.
5. Цезар А. Р. Теоретико-правові основи використання технологій штучного інтелекту у сучасній юриспруденції: зб. матеріалів доп. учасн. V Міжнар. наук.-практ. конф. Суми: СДУ, 2021. С. 55.

6. ChatGPT Prompts for Lawyers: website. URL: https://www.clio.com/blog/chat-gpt-prompts/ (дата звернення: 03.04.2024).
7. Essential Skills for Modern Lawyers. Navigating AI's Impact: website. URL: https://www.legalbusinessworld.com/post/6-essential-skills-for-modern-lawyers-navigating-ai-s-impact (дата звернення: 03.04.2024).

MOROZOVA Julia,
Faculty of International Trade and Law,
course I, group 14, specialty 291 "International Relations,
Public Communications and Regional Studies",
State University of Trade and Economics,
Kyiv, Ukraine

Scientific supervisor
Nypadymka Alla,
PhD in Philology, Associate Professor, Associate Professor of the
Department of Modern European Languages, SUTE

DIGITAL TRANSFORMATION OF DIPLOMACY

Nowadays, our world is changing rapidly with the advent of new technologies that have profound effects on the development and rethinking of human life. With the advent of digital transformation, the world is undergoing a significant restructuring, which brings both global benefits and improvements to society, as well as unpredictable and significant changes to which humanity has to adapt. From now on, we must be prepared for the fact that with the advent of digital technologies, we not only get many convenient opportunities useful for education or career development, but at the same time, our values, rights and social norms are being questioned by the great challenges we face daily. According to experts, we need to be aware of what we are dealing with because we have neglected and devalued the technological revolution too much.

The digital transformation has led to significant changes and innovations in the diplomatic field. In 2017, the Ministry of Foreign Affairs of Denmark introduced the term "TechPlomacy", which meant the use of professional diplomats to interact with the technology sector. The

concept of "TechPlomacy" represents an innovative approach in diplomacy, blending technology and traditional diplomatic practices. This initiative acknowledges the growing influence of the technology sector on global affairs and aims to forge a new kind of partnership between governments and tech companies [6]. TechPlomacy aims to bridge the gap between the fast-paced world of technology and the methodical realm of diplomacy. It recognizes that technology companies are not just economic entities but also influential players on the global stage, affecting democracy, security, privacy, and human rights. TechPlomacy covers various critical areas, including cybersecurity, data ethics, and the societal impacts of AI. It seeks to ensure that technological advancements align with democratic values and human rights.

Denmark took a pioneering step by appointing the world's first tech ambassador, Mr. Casper Klynge. The ambassador's role was not confined to a single geographic location but spanned across major tech hubs worldwide, interacting directly with technology companies and stakeholders [2]. The initiative is not just about Denmark's relationship with the tech sector but also serves as a model for other nations, emphasizing the need for a collective global effort to navigate the challenges and opportunities presented by technology. By introducing TechPlomacy, Denmark has highlighted the necessity of adapting diplomatic efforts to the realities of the 21st century, ensuring that technological progress contributes positively to global welfare and stability.

Since its inception, TechPlomacy has sparked discussions in diplomatic and tech circles worldwide, leading to a broader recognition of the need for ongoing dialogue between nations and technology leaders. Building on the pioneering concept of TechPlomacy initiated by Denmark in 2017, the digital transformation of diplomacy has accelerated, reflecting the increasing digitization of our world. Over the years, this innovative approach has not only expanded but also deepened, with more nations recognizing the imperative to integrate technology into their diplomatic strategies.

The Covid-19 pandemic provided a new impetus for the development and use of digital diplomacy. For the first time, the world was confronted with widespread digitalization and online diplomacy in 2020-2021. Most countries in the world held their first meetings, videoconferences, and phone calls on various online platforms, such as Zoom, due to restrictions and the inability of diplomats to hold live meetings. As a result, they were

able to communicate quickly and effectively, disseminate critical information to a large audience, analyse, gather and process the consequences and impact of the pandemic on their country and the world as a whole. Obviously, most countries were not able to hold live meetings. Moving from conference rooms to online platforms has led to some misunderstandings, and most governments have struggled with and experienced some of the drawbacks of digital transformation. At the beginning of the crisis, diplomats had to adapt to difficulties such as a lack of sufficient technology and skills to work with, hacking, violation of user anonymity, information leaks, and insufficient confidentiality of online conversations. However, over time, these processes have improved, and the world has become accustomed to the new conditions. [2, p. 60]. Although the Covid-19 pandemic has caused many adjustments and undermined the economies of countries, it has nevertheless made a great contribution to the development of digital transformation, which can be seen in the fact that countries have begun to include digitalization in their foreign policy priorities, as well as the emergence of separate documents and programs that define their digital foreign policy strategies.

Nowadays, digital diplomacy has several directions, from spreading information on social media to having a significant impact in politics. For example, governments are applying a policy of "soft power" through influence on social media. The most popular social network where politicians and diplomats from all over the world share news is Twitter. Influencers share the main news of the country, various conferences, summits, and world events [4].

The latest achievement in digital diplomacy in 2023-2024 is the introduction of artificial intelligence. In the field of international relations, AI is used in a variety of ways, such as speech recognition, text processing, supporting and supplementing specialized data, which is very relevant to diplomacy, as specialists often have to work with large texts. The second approach to the use of artificial intelligence is seen as a means to increase the productivity and efficiency of the specialists. Smart intelligence uses neuro-linguistic programming methods to process large amounts of unstructured information, allowing diplomats to focus more on the aspects that require the intelligence and skills of a purely human being [1, p. 132]. Certainly, there are risks associated with smart intelligence. For instance, states can use it for their own unjust purposes, which can threaten the security of the international environment. So, while AI makes life easier, it

also creates problems for diplomatic professionals, as it can lead to economic, democratic, and ethical disruptions, as well as threaten autonomous weapons systems [3].

Digitalization has made life much easier, opened up new opportunities for communication, cooperation, and solving global problems, but it has also created difficulties for which the world was not prepared and now needs to adapt quickly to new conditions. Therefore, the aim has been to introduce norms, laws, rules, and new occupations to manage the latest technologies in the digital transformation. The world does not stand still, so humanity will overcome all obstacles and continue its digitalization.

REFERENCES

1. Івасечко О.Я., Калита О.А. Штучний інтелект як новітній інструмент дипломатії: Виклики та перспективи. *Регіональні студії*. 2023. № 5. С. 129 –134. DOI: 10.32782/2663-6170/2023.34.22

2. Мірошниченко Т., Федорова Г. Цифрова дипломатія як сучасний комунікаційний інструмент міжнародних відносин. *Грані*. 2021. Т. 24. № 12. С. 58–65. DOI: 10.15421/1721119

3. Khelif M. Tech diplomacy: unlocking solutions to global challenges in the tech world. Executive education blog. *Geneva Graduate Institute. Executive Education*. 2023. August, 3. URL: https://executiveeducation.blog/themes/digital/tech-diplomacy-unlocking-solutions-to-global-challenges-in-a-tech-driven-world/ (Last accessed: 26.03.2024)

4. Kurbalija J. Digital diplomacy in 2024**.** *Diplo: effective and inclusive diplomacy*. 2023. September, 14. URL: https://www.diplomacy.edu/topics/digital-diplomacy/ (Last accessed: 26.03.2024)

5. Satariano A. The World's First Ambassador to the Tech Industry. *The New York Times.* 2019. September, 3. URL: https://www.nytimes.com/2019/09/03/technology/denmark-tech-ambassador.html (Last accessed: 25.03.2024)

6. The TechPlomacy approach // Office of Denmark's Tech Ambassador. URL: https://techamb.um.dk/the-techplomacy-approach (Last accessed: 25.03.2024)

POMETIY Daria,
NYZHNYK Kateryna,
Faculty of Information Technology,
course I, group 1, specialty 051 "Economics",
State University of Trade and Economics,
Kyiv, Ukraine

Scientific supervisor
Kulazhenko Olena,
Lecturer of the Department
of Modern European Languages, SUTE

BLOCKCHAIN TECHNOLOGY IN DIGITAL TRANSFORMATION

Currently in the field of innovation technology, one revolutionary invention has appeared, it's blockchain technology. It is one of the most talked-about solutions that changes the model of society and business. The decentralized architecture and cryptographic foundation of blockchain allowed transferring and storing data more secure, transparent and efficient.

Blockchain that is also called decentralized digital ledger is a special type of database supported by numerous computers located all over the world. The blockchain data is organized into blocks that are placed in chronological order and protected by cryptography [6].

The first model of blockchain was set up in the early 1990s when scientists Stuart Haber and Wakefield Scott Stornetta applied cryptographic methods in the chain of blocks for protection of digital documents from data fraud. Nevertheless, the use of blockchain became widespread after Satoshi Nakamoto invented Bitcoin [7].

Let's consider some of the advantages of blockchain:

- high efficiency: all operations occur almost instantaneously, but may take some time to confirm, depending on the blockchain network algorithm;
- transparency: the transactions of blockchain are seen by all the members that makes it easy to track and verify the data;
- privacy: there is only a wallet number is indicated in the transaction;
- decentralization: there is no single centre for the blockchain [3].

There are a huge number of processes in modern business, that demand optimization and automatization. Blockchain technology can be

used for creation of "smart contracts". They execute the conditions and agreements assigned to them. This will reduce the cost of intermediate services and increase the efficiency of business processes [1].

The most promising directions of blockchain use are:

- crediting P2P (Peer-to-Peer);
- dispute resolution, order management, goods targeting;
- accounting.

The digital revolution has already affected not only the media market but the finance industry. The American OTC (over-the-counter) market NASDAQ was one of the first platforms where private companies can release and sell the shares using blockchain. NASDAQ is engaged in electronic trade of securities of high-tech companies.

During implementation of blockchain technology in accounting and audit, information about transactions and agreements will be recorded in the general register in real time, so the verification will be automatic. In the near future, the usage of new technologies will lead to a significant reduction of the time for banking operations and real-time gross settlement (RTGS) [2].

Therefore IoT (Internet of Things) continues to grow, as does the demand for secure devices. Blockchain identifiers can be used to authenticate gadgets and provide Internet access to authorized users only. It helps to prevent cyberattacks and guarantees reliability [5].

Summarizing the previous facts, the study of the role of blockchain technology in the context of digital transformation confirms its key importance for modern society. Blockchain is proving to be an integral part of digital progress, ensuring security, transparency and efficiency in many areas of activity [4]. Despite the challenges that arise in the process of implementing and developing this technology, its advantages prevail, opening the way to new opportunities for the development of society and the economy.

REFERENCES

1. Впровадження блокчейна в бізнес. URL: https://avada-media.ua/ua/services/vnedrenie-blokcheyna-v-biznes/ (access date: 04.04.2024)

2. Технологія блокчейн вже змінює світ фінансів: як саме? URL: https://www.vectornews.net/news/business/229642-scho-take-blokcheyn-yak-vn-pracyuye-de-vikoristovuyetsya-v-chomu-yogo-perevagi-ta-nedolki.html (access date: 04.04.2024)

3. Що таке блокчейн? Як він працює, де використовується, в чому його переваги та недоліки? URL: https://www.vectornews.net/news/business/229642-scho-take-blokcheyn-yak-vn-pracyuye-de-vikoristovuyetsya-v-chomu-yogo-perevagi-ta-nedolki.html (access date: 04.04.2024)
4. Blockchain and IoT Security: Everything You Need to Know. URL: https://www.chakray.com/blockchain-iot-security/ (access date: 04.04.2024)
5. How to Secure the Internet of Things with Blockchain. URL: https://www.h-x.technology/blog-ua/how-secure-internet-of-things-with-blockchain-ua (access date: 04.04.2024)
6. The Importance of Blockchain in Modern Technology. URL: The Importance of Blockchain in Modern Technology (solulab.com) (access date: 04.04.2024)
7. What Is Blockchain and How Does It Work? URL: https://academy.binance.com/en/articles/what-is-blockchain-and-how-does-it-work (access date: 04.04.2024)

RYBACHOK Iryna,
Faculty of Information Technologies,
course II, group 8, specialty 122 "Computer Science",
State University of Trade and Economics,
Kyiv, Ukraine,

Scientific supervisor
Savchuk Tetiana,
Lecturer of the Department
of Modern European Languages, SUTE

ARTIFICIAL INTELLIGENCE IN THE DIGITAL ERA

For the past few years, *artificial intelligence (AI)* has gained popularity among people all over the world. It increases efficiency and saves our time. AI was integrated into various aspects of our lives. So, what exactly can you do with the help of AI? For which exact fields can it be useful?

The first thing that needs to be mentioned is scrolling through social media. "Through artificial intelligence tools, websites can keep track of user behaviour, suggesting content that they think you'd enjoy. Through

these tools, you're able to get a customized user experience that shows you ads, content, and material that's similar to what you've interacted with in the past. But that's not all: artificial intelligence tools have been further developed to provide even more functions, such as deleting or hiding harmful comments or flagging content that has been highlighted as misinformation" [4]. ***Spotify***, a popular music app with over 590 million monthly active users, recently presented a new feature – AI DJ. "Ready for a brand-new way to listen on Spotify and connect even more deeply with the artists you love? The DJ is a personalized AI guide that knows you and your music taste so well that it can choose what to play for you. This feature, first rolling out in beta, will deliver a curated lineup of music alongside commentary around the tracks and artists we think you'll like in a stunningly realistic voice" [5]. It might revolutionize the way we look for and listen to music.

Second, AI has already become great in the field of programming. This will be a great help for both software and hardware developers, testers, analysts, etc. AI's possibilities are endless: writing code from scratch, fixing bugs, task automation, code optimization, translating code from one language to another, and so on and so forth. Even though there have been concerns about AI replacing, for instance, software developers completely, generative AI tools still have their downsides. "State-of-the-art AI still lacks the human creativity, intuition, and domain expertise that are very much required in programming. While AI can help with many coding tasks and even boost creativity, it's for humans to conceptualize complex systems, understand business problems, and make strategic decisions. Also, despite its impressive results, there are several risks and challenges associated with AI that make human oversight mandatory, especially when AI-supported decisions can have significant implications for individuals and society" [2].

Third, the educational field can benefit from using various AI tools too. Teachers can create documentation and tests faster, while learners can always find additional resources for in-depth study. Of course, there might be a problem of students cheating and copying AI-generated content. However, there are already tools called *AI detectors*, that can detect, where AI was used and where it was not. AI content detectors are cutting-edge tools powered by Artificial Intelligence and Machine Learning (ML) capabilities, designed to detect if the content piece is generated using AI tools like ChatGPT, Bard, and more. For example, *GPTZero, Copyleaks, Writer.com AI content detector* [3]. However, *Winston AI* is undoubtedly one of the most trusted AI content detectors that can help you detect AI-generated content with 99.98% accuracy [6]. Even though AI detectors

need further improvement, they have already made good progress. They can also be useful for writers and web publishers.

Fourth, since AI works faster than a human can, it can analyse huge amounts of data within seconds and become a helping hand for scientists. "AI is transforming science industries by revolutionizing the way research is conducted, accelerating the discovery process, optimizing laboratory processes, and enabling data-driven decision-making. The integration of machine learning algorithms, virtual assistants, and simulation techniques is paving the way for new possibilities in fields such as genomics, drug discovery, and materials science. As AI continues to evolve, it holds immense potential to shape the future of scientific research and drive innovation in various industries" [1].

In conclusion, AI is indeed a great tool for everyone, and seems to become more powerful in the future. It might transform nearly every industry we know and even create new ones.

REFERENCES

1. Artificial Intelligence in Science // Data Science UA. URL: https://data-science-ua.com/industries/artificial-intelligence-in-science/ (date of access: 14.01.2024)

2. Javier Canales Luna. Will AI Replace Programming? // Datacamp. Last edited on August 2023. URL: https://www.datacamp.com/blog/will-ai-replace-programming (date of access: 15.01.2024)

3. Pragati Gupta. 7 Best AI Content Detectors in 2024 (Free + Paid) // Writesonic. Last edited on 23 October 2023. URL: https://writesonic.com/blog/best-ai-detector (date of access: 14.01.2024)

4. Real Life Examples of Artificial Intelligence // Ironhack. Last edited on 16 June 2023. URL: https://www.ironhack.com/gb/blog/real-life-examples-of-artificial-intelligence (date of access: 14.01.2024)

5. Spotify Debuts a New AI DJ, Right in Your Pocket // Spotify. Last edited on 22 February 2023. URL: https://newsroom.spotify.com/2023-02-22/spotify-debuts-a-new-ai-dj-right-in-your-pocket/ (date of access: 15.01.2024)

6. Winston AI. URL: https://gowinston.ai/ (date of access: 16.01.2024)

RUMYANTSEVA Polina,
Faculty of Information Technology,
course II, group 11, specialty 124 "System analysis",
State University of Trade and Economics,
Kyiv, Ukraine

Scientific supervisor
Durdas Alla,
Doctor of Philosophy, Associate Professor of the Department
of Modern European Languages, SUTE

PERSONALIZED LEARNING USING ARTIFICIAL INTELLIGENCE

Modern education is undergoing dynamic changes, where technologies expand opportunities for quality education. One of the driving forces behind this transformation is personalized learning made possible by artificial intelligence (AI). Personalization is about creating a unique learning path that meets the individual needs, capabilities, and potential of each student. This approach departs from the traditional "universal" model, making education more personal and interesting for students.

Some of the ways in which AI has changed personalized learning include:

- Adaptive learning platforms. It is possible to analyze performance and behavior in real time, as well as to adapt the complexity and type of content individually.
- Content generation: AI creates personalized tests, exercises and simulations.
- Personalized recommendations: AI algorithms recommend appropriate content and learning plans.
- Instant feedback and evaluation: AI gives instant feedback, evaluates answers and provides explanations and additional resources.
- Accessibility and inclusivity: AI makes educational materials accessible to people with disabilities through alternative formats, translations, or other means.
- Natural Language Processing (NLP): Chatbots and virtual teachers interact with students, answer questions, and provide guidance [2].
- Lifelong learning and professional development: AI-powered platforms help you develop new skills and keep up with the times.
- Time flexibility: Learning is available anytime and anywhere.

- Data analysis and predictive analytics: AI makes data-driven recommendations about learning methods, content, and activities.

- Efficiency and economy: AI automates routine tasks, allowing you to focus on personalized learning [1].

Advantages of AI in Personalized Learning

***Individual approach to learning*:**

Learning Paths Tailored to You: AI algorithms analyze your learning style, preferences and performance to create a unique learning plan. This ensures the receipt of materials of the optimal level of difficulty, which will help a student to learn constantly and understand new things.

Learning that engages: Personalized AI-driven learning is inherently more engaging. AI adapts content to your interests and learning style, making it relevant and engaging. It helps you focus better and creates a positive attitude towards learning.

Your pace, your choice: AI adapts the learning pace to your needs. You will never feel overwhelmed or, on the contrary, the lack of difficulties. This personalized pace helps you learn more deeply, reduces frustration, and gives you a sense of accomplishment.

Improving memory and performance:

Remember better: AI adapts content to your needs, which improves information retention. You are more likely to remember and apply knowledge if it is presented in a way that matches your cognitive abilities and preferences.

Get instant feedback: AI gives you instant feedback on your performance, highlighting your strengths and areas that need improvement. This real-time feedback loop helps you quickly identify and solve problems, building a culture of continuous improvement.

Benefits for business:

A culture of continuous learning: AI promotes a culture of continuous learning where employees can continuously improve their skills and adapt to changing business conditions.

Competitive advantage: Organizations that use AI for personalized learning can gain a competitive advantage by attracting the best professionals and developing the capabilities of their employees.

Three real-world examples of AI-powered personalized learning in action are Khan Academy, Knewton Alta and Duolingo.

Khan Academy is an online learning platform that offers short video lessons, practice exercises and tests to help people learn different subjects. It uses AI algorithms to analyze data collected from millions of students using their educational resources.

The platform provides personalized recommendations and adaptive exercises tailored to each student's learning needs and progress. Through personalized learning powered by artificial intelligence, Khan Academy aims to optimize the learning process, increase student engagement and promote better academic results [3].

Knewton Alta is an adaptive learning courseware tool that helps students address knowledge gaps and engage with subject matter more effectively. This adaptive learning platform uses artificial intelligence algorithms to assess student performance in real time. All students start on the topic assigned by the instructor, and rather than relying on periodic diagnostics, the platform continuously monitors students' performance and adapts in real-time to maximize their learning outcomes [4].

Duolingo is an interactive online platform that helps you learn new languages in an interesting way. It uses artificial intelligence algorithms to provide personalized language instructions to millions of users worldwide. The platform collects data about each student's strengths, weaknesses and learning patterns, allowing the AI system to adapt the curriculum and exercises accordingly. In addition, the platform uses artificial intelligence to analyze speech patterns, pronunciation and comprehension levels, offering personalized feedback and recommendations for improvement [3].

Thus, personalized learning powered by artificial intelligence is poised to transform learning and development by revolutionizing the way people learn, adapt and succeed. The personalized nature of adaptive learning ensures that learners receive specialized content and support that meets their unique learning needs. This, in turn, contributes to more dynamic and effective learning.

As artificial intelligence technology continues to advance, the future of personalized learning holds enormous promise. This direction of educational development opens a new era, where the learning process is not only adapted to the unique needs of each student, but also controlled by complex algorithms that monitor its development and evolve with each new student.

REFERENCES

1. Роль штучного інтелекту у персоналізованому навчанні URL: https://ed-space.org/rol-shtuchnogo-intelektu-u-personalizovanomu-navchanni/ (дата звернення: 26.03.2024)
2. The Role of Artificial Intelligence in Personalized Learning URL: https://www.trigyn.com/insights/role-artificial-intelligence-personalized-learning (last accessed: 26.03.2024)

3. Transforming Education: AI-Powered Personalized Learning Revolution URL: https://www.techopedia.com/transforming-education-ai-powered-personalized-learning-revolution (last accessed: 26.03.2024)
4. KNEWTON ALTA URL: https://edtechtools.eee.uci.edu/knewton-alta/ (last accessed: 26.03.2024)

SYDOROVA Yana,
Faculty of Information Technologies,
course I, group 5, specialty 121 "Software Engineering",
State University of Trade and Economics,
Kyiv, Ukraine

Scientific supervisor
Borshchovetska Valentyna,
PhD in Education, Associate Professor of
the Department of Modern European Languages, SUTE

CARRIER OPPORTUNITIES IN THE FIELD OF DIGITAL TECHNOLOGIES

In the modern world, where technologies are rapidly advancing, digital technologies are becoming not only a crucial driver of economic progress but also the foundation for new career opportunities. The fast-paced development of information technologies and high competition in the market lead to a constant increase in demand for skilled professionals in the field of digital technologies. From software development to data analysis, from cybersecurity to user experience design, there are various career paths that offer wide opportunities for personal and professional growth [1].

Software development is a crucial area in the field of digital technologies as it defines the functionality and efficiency of many modern products. Programmers working in this field translate concepts and ideas into programs and applications that meet users' needs. The main task of programmers is to write software code that implements the desired functionality. They use various programming languages such as Java,

Python, JavaScript, C++, as well as development tools to create programs that work on different platforms and devices.

Specialization among programmers can vary. For example, some professionals specialize in mobile development, creating applications for smartphones and tablets that run on different operating systems such as Android and iOS. Others may work in web development, designing web applications and sites that interact with users through web browsers.

Another important aspect is data analytics and data science. In a world where data becomes increasingly valuable, data analytics professionals use statistical methods and machine learning algorithms to analyse large volumes of data and identify patterns within them. Data scientists help companies make informed decisions based on data, which is critical in modern business.

Cybersecurity is becoming a necessity in modern digital technologies as the number of cyber threats increases. Companies require professionals who can ensure the security of their networks and systems from potential attacks. Cybersecurity experts implement security measures and identify potential threats for an effective response to cyber-attacks. For those interested in user experience design, the role of UX/UI designer becomes attractive. They design interfaces that provide convenience and satisfaction for users in using programs and websites.

Another important area in digital technologies is the Internet of Things (IoT), where devices equipped with various sensors can collect and exchange data over the Internet. Professionals in this field work on software development, data analysis, and system management for connected devices.

Cloud technologies, along with artificial intelligence and machine learning, play a significant role in the development of digital technologies. Engineers specialized in cloud solutions are responsible for the strategic deployment and efficient management of cloud computing infrastructure, which is necessary for optimizing the functioning of modern organizations. Game development and entertainment software development are key segments in digital technologies where virtual worlds and characters are created, captivating millions of players worldwide.

All these directions offer broad perspectives for career growth and personal development in the modern digital world. Understanding and being able to work in these fields can be key to a successful career in the future.

Now, when technologies are not only tools but also a lifestyle, it is important not only to keep up with innovations but also to actively implement them in various spheres of life. For example, modern medical equipment uses digital technologies to enhance the accuracy of diagnosis and the effectiveness of treatment. They have also found their application in education, where virtual learning environments and online resources make learning more accessible and engaging for students. The business sphere is also not left behind: large companies use analytical systems for resource management and strategic planning [2].

Additionally, digital technologies intersect with other fields such as ecology, transportation, art, and agriculture. For example, the use of drones for ecosystem monitoring helps scientists collect data for analyzing changes in the environment. Autonomous vehicles and transportation management systems based on digital solutions contribute to reducing traffic jams and increasing road safety.

Therefore, digital technologies permeate every aspect of our lives, providing countless opportunities for development and improvement. They open doors to new horizons and require us to constantly improve and adapt. Therefore, for a successful career in the digital age, it is necessary not only to have a good understanding of these technologies but also to be prepared to implement them in practical life, regardless of the field of activity. It is important for each of us to be open to innovations, actively explore new opportunities, and seek ways to implement them in practical life.

REFERENCES

1. Becoming an IT Specialist: The Path to a Modern Career. URL: https://root-nation.com/ua/articles-ua/analitika/ua-stati-it-spetsialistom-shlyah-do-suchasnoi-kar-eri/ (last accessed: 21.03.2024)

2. The Future of Tech: Investing in a Diverse and Young Workforce. URL: https://www.templeton-recruitment.com/tech-news/the-future-of-tech-investing-in-a-diverse-and-young-workforce (last accessed: 21.03.2024)

TIUTIUN Anastasiia,
Faculty of Information Technologies,
course II, group 5, specialty 121 "Software Engineering",
State University of Trade and Economics,
Kyiv, Ukraine

Scientific supervisor
Sushko Inna,
Lecturer of the Department
of Modern European Languages, SUTE

DIGITAL TRANSFORMATION IN EDUCATION: EXPLORING THE IMPACT OF PROJECT-BASED ONLINE LEARNING ON SKILL DEVELOPMENT AND PROFESSIONAL PREPARATION FOR IT SPECIALISTS

Over the past decade there has been a significant rise in the popularity of online education, benefiting students and professionals across various fields. The increase in online learning platforms, made possible by the widespread use of the Internet, has made education more accessible, breaking down geographical and socioeconomic barriers. The effectiveness of online education is further enhanced when combined with innovative teaching methodologies.

One such methodology is Project-Based Learning (PBL). It focuses on teaching through projects that are often based on real-world problems and go beyond the boundaries of a single academic discipline. PBL is a student-centered approach where teamwork is one of the main conditions for successful work as well as complex thinking and usage of cross-disciplinary skills.

In traditional education students most of the time simply listen to and try to memorize information, afterwards applying it only on a set of abstract exercises. PBL, on the contrary, encourages learners to "think actively and try their best to connect and use all their knowledge" [1, p. 20]. Indeed, only skills that are being used are understood to the full extent and gradually become a tool that one can utilize naturally in their professional activity.

While moving Project-Based Learning (PBL) online initially posed challenges for educators, such as organizing teamwork and assessing student participation, it ultimately revealed significant advantages in the digital realm. After overcoming these issues, it was clear that "students in the online environment exhibited higher understanding as opposed to the

face-to-face environment" and their self-efficacy was enhanced as well [3, p. 11]. Apart from that we still get general benefits from PBL like active participation, development of critical and complex thinking and sense of responsibility.

Considering the advantages of project-based learning it was expected that the ever-growing field of Information Technology would adopt this teaching methodology. PBL offers a dynamic approach to training IT professionals, equips them with essential skills such as:

1. **Principles of design and architecture:** Through PBL students gain hands-on experience in designing and architecting IT solutions. They learn how to conceptualize, plan, and implement complex systems, applying principles of design thinking and best practices.

2. **Relevance:** PBL gives experience like one that professionals encounter at the workplace. Solving authentic problems gives an opportunity to get an insight into the challenges and complexities of real work and better prepare students for their future roles.

3. **Integration and Interoperability:** Solutions developed during PBL require deep understanding of how parts of a system interact. Using most distinct aspects of IT like hardware, software, networks, and data to create cohesive and interoperable solutions encourages a more holistic mindset and open-mindedness in learners.

It is possible to outline two main types of projects encountered in PBL. The first type is individual projects. In this case a student gets more autonomy and flexibility in their schedule and choice of topic. This encourages self-discipline and the ability to solve complex challenges independently. These projects tend to be smaller and are also perfectly suited for gradual incorporation of newly learned material into them on the fly, letting traditional lectures to become highly effective alongside.

The other kind of project is based upon a team working on it. From an educators' side it requires more sophisticated preparation, monitoring and attention. Students need to be proactive and enthusiastic as well as responsible and good at teamwork, since the end success will depend on everyone's contribution and tasks are often closely related and dependent on each other.

Overall, the best PBL experience comes when there are proficient mentors curating the team or a single mentee. It is possible to find a vast variety of courses on IT on the Internet. Some of them are self-paced with a somewhat limited interaction with mentors, while others give real-time immersive learning experience, frequently provided by universities or IT companies giving relevant and practical skills.

Project-Based Learning stands as a transformative approach to education particularly within the realm of Information Technology. Its popularity will not fall because of the value it brings to the education process. Made widely available by digitalization, it became an accessible way for professionals of all levels to refine their knowledge in an engaging and creative manner, thereby driving continued growth and innovation in the field of Information Technology.

REFERENCES

1. Chenyue Zhou. The Impact of the Project-Based Learning Method on Students. URL: https://www.researchgate.net/publication/369628184_The_Impact_of_the_Project-Based_Learning_Method_on_Students (Last accessed: 29.03.2024).
2. Melinda Kolk. Taking a Project-Based Approach to STEM Learning. URL: https://creativeeducator.tech4learning.com/2018/articles/taking-a-project-based-approach-to-STEM-learning (Last accessed: 29.03.2024).
3. Peter Alex Kow Amissah. Advantages and Challenges of Online Project Based Learning. URL: https://repository.rit.edu/cgi/viewcontent.cgi?article=11386&context=theses (Last accessed: 29.03.2024).

SHAPOVAL Anastasia,
Faculty of International Trade and Law,
course IV, group 24, specialty 293 "International Law",
State University of Trade and Economics,
Kyiv, Ukraine

Scientific supervisor
Ternova Oksana,
Senior Lecturer of the Department
of Modern European Languages, SUTE

MUSEUM COMMUNICATION IN THE CONTEXT OF DIGITALISATION

The role of the museum as an institution whose main purpose is to preserve the cultural heritage of the population cannot be overestimated today. In the truest sense of the word, museums play the role of not only an

archivist, but also a teacher. In particular, it is museums that help educate the future generation, teach children the necessary skills, provide thorough knowledge, and engrave national identity, which is of great importance for Ukraine today.

However, it is worth noting that time is ruthless and brings its own changes. Every year, the latest technologies emerge that help to deepen knowledge in certain areas, for example, thanks to DNA tests, it is now much easier for scientists to study the remains that are still found in the depths of the earth. The cultural sphere is no exception. People prefer a faster and more convenient way to find the information they need – the Internet. This phenomenon should not be seen as a competition between tradition and innovation, between the global network and museums. The current trend is to combine these two elements. Thus, appropriate communication elements are being formed that facilitate dialogue between museums and their visitors. These include digitalisation, human resources policy, PR technologies, etc [1]. This raises the issue of modernising modern museum institutions, which aims to preserve the fact that museums are relevant as a resource of information.

The system of museum reform should also include a point on strategy, which will include, in particular, coordination with other institutions, goal setting, target audience identification, and personnel management. This point should precede digitalisation and the introduction of other communication elements, because before changes can be implemented, the mechanism itself must work as well as a Swiss watch.

If we are talking about the Lviv memorial museum of totalitarian regimes, Territory of Terror, which is essentially built on the bones of people, as it was previously a ghetto and a prison during the Soviet era, it would be rather strange and inhumane for museum staff to tell the museum about the method of making Lviv pastries. At the same time, it is not correct to assume that the target audience of museums is only the elderly. Competent work of the staff, the introduction of their own website, and social media are surefire ways to expand the customer base. Thanks to social media, people will be able to get acquainted with the life of the museum and its exhibitions in advance. Publications should contain not only plain text but also interactive elements. Photos, videos, or so-called shorts are welcomed by the audience. Publications should be uploaded on a regular basis, not just once a year. It is also worth considering the option of interaction between the museum and the Internet user, for example, in the form of a photo contest. It is no secret that the museum's activities are financially limited, so market relations with other institutions are not wrong. The easiest way is to introduce sightseeing tours. The topic of the

Second World War is mandatory for schoolchildren when studying history, so why not consider it at the National Museum of the History of Ukraine in the Second World War? It is much better than listening to a lecture in the classroom. When taking the external independent history test, participants need to know the appearance of certain fortifications, so why not arrange a sightseeing tour of the Upper Castle in Lutsk? In this way, the museum will be able to improve its financial situation and expand its target audience. It's not always obvious that visual perception is nowadays the leading one. When a visitor enters a museum, they want to see a cleaned room, good condition of exhibits and basic elements of comfort such as a wardrobe and toilet. This also applies to museum staff, who should look attractive. It can be a specially made uniform or just classic style clothes. The last point is human resources management, which can actually relate to both digitalisation and strategy. The staff should have not only education in the field of museum studies, monuments, but also in the field of IT technologies, management, accounting, etc. The above points require appropriate skills and knowledge, and without qualified staff, the functioning of the museum is impossible.

The "20% time" principle, introduced by Google for its own employees, which aims to ensure that employees spend 20% of their time formulating their own ideas, became the foundation of the idea of digitising museum exhibitions. Thus, software engineer Amit Sood set the trend, which resulted in the creation of a special interactive camera called Google Art Camera (now Google Arts & Culture). The primary function of the application is to scale paintings by famous artists from a brush stroke to the size you need [2, p. 2].

The Museum of Science in Trento, La vigna di Leonardo Museum in Italy, National Museum of Wales, Prado Museum in Spain, French Museum of Orsay, French Museum of Digital Painting, Mori Building Digital Art Museum: teamLab Borderless in Japan, etc. are successful results of the relevant activities and practical application of the above-mentioned communication elements. The tools used by these museums to implement changes included digitalisation of the archive through 3D scanning, creation of digital media – programmes for visitors and installations in the museum halls, and development of a digital role-playing game. The French museum of digital painting Atelier des Lumières is presented in the form of artworks projected on 10-metre walls and is an example of a combination of modern communication elements with traditional ones. The multimedia exhibition, accompanied by music by Chopin and Beethoven, creates an immersive experience that has a positive impact on attendance [2, p. 8]. Ukraine, unfortunately, is not an example of

intensive implementation of such changes, but work on this has been underway since 2011. Back then, the Museum Online project was launched, which is essentially a collection of virtual tours of Ukraine's cultural monuments. Another well-known project is Virtual Tustan, a 3D model of the fortress city in the Lviv region created using augmented reality technology. In general, there are many virtual tours of Ukrainian museums on the Internet today, which is a positive trend. The digitalisation of cultural monuments is an important task for Ukraine today, as Russia's full-scale invasion of independent Ukraine has turned many museums into ruins. For example, the Arkhip Ivanovich Kuindzhi Art Museum in Mariupol was destroyed, and a 3D tour has already been launched [3]. We hope that Ukraine will eventually be able to present not only digitised but also cultural monuments restored after the war, which are important for the national culture.

To our mind, Ukraine's main problem in this area is funding. The situation has only worsened since the start of the full-scale war. However, it has shown how important it is to have such institutions in order to foster a sense of national identity in people. We believe that Ukraine will take the above scheme into account and engage specialists to remedy the situation. In particular, it will be possible to offer services to foreign tourists who, given the experience of Chornobyl, will be happy to visit Ukraine after the war to learn about its history and the path to victory.

REFERENCES

1. Василенко Д П., Бутко Л.В. Імплементація комунікаційних елементів у роботі музейної установи. *Історико-культурна спадщина: збереження, доступ, використання* / за ред. І.І.Тюрменко. Київ, 2021. С.186-197;
2. Лелик М. Б. Розвиток цифрової культури та діджиталізація музеїв: досвід упровадження та використання цифрових технологій музеями світу. *ДЗК.* 2019. Вип. 3/4. С. 1 – 16;
3. Стартував 3D-тур знищеним росіянами музеєм ім. Куїнджі в Маріуполі: як працює це рішення: веб – сайт. URL: https://rubryka.com/2023/05/19/startuvav-3d-tur-znyshhenym-rosiyanamy-muzeyem-im-kuyindzhi-v-mariupoli-yak-pratsyuye-tse-rishennya/ (дата звернення: 31.03.2024).

SHEVCHENKO Sofiia,
Faculty of Information Technologies,
course II, group 4, specialty 121 "Software Engineering",
State University of Trade and Economics,
Kyiv, Ukraine

Scientific supervisor
Borshchovetska Valentyna,
PhD in Education, Associate Professor of the Department
of Modern European Languages, SUTE

REMOTE WORK AND DISTANCE LEADERSHIP: STRATEGIES AND TOOLS FOR EFFECTIVENESS

In the wake of digital transformation, remote work has emerged as a prominent aspect of modern employment, accompanied by the need for effective remote leadership strategies and tools. Off-site work offers flexibility and accessibility, allowing individuals to transcend geographical boundaries and work from diverse locations. However, it also presents challenges in maintaining communication, collaboration, and accountability. Effective remote leadership becomes imperative in navigating these challenges and fostering a cohesive team environment.

One strategy for enhancing home-based work effectiveness is the establishment of clear communication channels and protocols. Utilizing various communication tools such as video conferencing, instant messaging platforms, and project management software facilitates seamless interaction among team members. Regular virtual meetings, both synchronous and asynchronous, provide opportunities for alignment, feedback, and team bonding. Furthermore, remote leaders must prioritize trust-building within their teams. Trust serves as the foundation for effective collaboration and ensures that team members feel empowered to take ownership of their tasks and make meaningful contributions to shared goals. Transparency in decision-making processes and open communication promote a culture of trust and accountability, despite physical distance [1, p. 89].

Another crucial aspect of remote leadership is the cultivation of a strong team culture. Even in virtual environments, leaders can nurture a sense of belonging and shared purpose through intentional efforts. Organizing virtual team-building activities, recognizing individual achievements publicly, and encouraging informal interactions contribute to a positive team culture that transcends physical boundaries. In addition to leadership strategies, the selection and implementation of appropriate tools

play a vital role in enhancing distant work effectiveness. Project management platforms such as Trello, Asana, or Basecamp streamline task assignment, progress tracking, and collaboration among team members. Similarly, video conferencing tools like Zoom or Microsoft Teams facilitate face-to-face interactions, cultivating a sense of connection and community among teleworkers [3].

Moreover, embracing asynchronous communication methods can enhance productivity and flexibility in remote work settings. Platforms like Slack or Microsoft Teams allow for real-time messaging and collaboration, while also accommodating different time zones and work schedules. By leveraging asynchronous communication, teams can minimize disruptions, optimize workflow, and achieve greater efficiency. It is also essential for remote leaders to prioritize the well-being and mental health of their team members. Telework blurs the boundaries between personal and professional life, potentially leading to burnout and isolation. Promoting work-life balance, offering resources for mental health support, and cultivating a culture of empathy and understanding are key to enhancing the overall well-being and resilience of remote teams.

In addition to the aforementioned strategies, distance leaders can further enhance effectiveness by fostering a culture of continuous learning and development within their teams. Encouraging employees to participate in professional development opportunities, such as online courses, webinars, or workshops, not only improves their skills but also creates a sense of commitment to their personal growth and the success of the entire team. Remote leaders should prioritize inclusivity and diversity within their teams. Actively seeking out diverse perspectives and ensuring that all team members feel heard and valued promotes innovation and creativity. Implementing inclusive practices, such as providing accommodations for different working styles and preferences, ensures that remote teams can leverage the full range of talents and experiences within the group.

Effective remote leadership also involves proactive conflict resolution and team management. Remote leaders should be adept at identifying and addressing conflicts as they arise, whether they stem from communication breakdowns, differing work styles, or interpersonal tensions. Implementing clear conflict resolution processes and promoting open dialogue can assist in preventing conflicts from escalating and maintaining positive and productive team dynamic. Furthermore, they should prioritize the development of strong relationships and rapport with their team members. Despite the physical distance, regular one-on-one check-ins and personalized feedback sessions can help remote leaders build trust and rapport with individual team members. By demonstrating

empathy, active listening, and genuine interest in their team members' well-being, they can create a supportive and collaborative work environment [1, p. 103].

In the realm of remote leadership, adaptability and resilience are also crucial qualities. Remote leaders must be prepared to navigate unforeseen challenges, such as technical issues, changes in team dynamics, or external disruptions. By remaining flexible and agile in their approach, they can effectively address challenges as they arise and guide their teams through periods of uncertainty or change. They should strive to create opportunities for social connection and informal interaction within their teams. Virtual coffee breaks, team lunches, or online social events can help cultivate a sense of camaraderie among remote team members, enhancing overall morale and engagement. Distance leadership should continuously solicit feedback from their team members and be willing to adapt and iterate their leadership approach based on input and insights. By actively seeking input from team members, remote leaders demonstrate a commitment to continuous improvement and create a culture of empowerment and collaboration [2].

In conclusion, effective remote leadership requires a combination of strategic thinking, interpersonal skills, and adaptability. By implementing the strategies outlined above and prioritizing communication, trust, inclusivity, and resilience, distance leaders can effectively navigate the challenges of leading distributed teams and foster a culture of productivity, innovation, and collaboration in remote work settings.

REFERENCES

1. Fried, Jason, David Heinemeier Hansson Remote: Office Not Required, 2013. 256 p.

2. Kenneth Kerber, Anthony Buono Leadership Challenges in Global Virtual Teams: Lessons from the Field, 2004. URL: https://www.researchgate.net/publication/268872940_Leadership_Challenges_in_Global_Virtual_Teams_Lessons_from_the_Field (last accessed: 22.03.2024).

3. Nancy W. Coppola, Starr Roxanne Hiltz, Naomi G. Rotter Building trust in virtual teams, 2001. URL: https://www.researchgate.net/publication/3928602_Building_trust_in_virtual_teams (last accessed: 23.03.2024).

SHTURMAK Olexandra,
Faculty of International Trade and Law,
course I, group 4, specialty 073 "Management",
State University of Trade and Economics,
Kyiv, Ukraine

Scientific supervisor
Shyrmova Tatyana,
Senior lecturer of the Department
of Modern European Languages, SUTE

SELF-EDUCATION OF EMPLOYEES IS THE WAY TO CAREER GROWTH IN THE TIME OF DIGITAL TRANSFORMATION

Today we live in difficult and uncertain times characterized by rapid transformations of the information environment and the development of information and communication technologies. New technologies and digitization are actively penetrating various spheres of society, which turns the digital transformation of data into an integral part of the present. With the development of information trends, they widely affect the successful functioning of employees in companies. Work in any company cannot be imagined without an information network, because due to the war, COVID-19, about 63% of employees were forced to use digital communication tools and many types of activities went online.

An important factor in the formation of a successful company is satisfaction with one's career, development and professional realization of employees. It is worth noting that the following modern methods, which have been widely used in the last 3 years in the labor markets of developed countries. Some methods have also been implemented and are familiar to Ukrainian personnel managers.

Among the currently popular methods of personnel formation are: inclusive job announcements; program advertising; video interview; managing relations with candidates; programs for hiring employees on advice; mobile messages; review of the employer's websites; social networks; personnel marketing, recruitment marketing; virtual reality (VR); recruitment based on data and HR analytics; application of artificial intelligence, etc.

More than 92% of recruiters in Ukraine use various channels in their social media recruitment strategies, including Facebook, Twitter, YouTube, Google+, Instagram [2], and only 4% do not use them at all. Personnel are connected with constant communication in the corporate environment, acquiring new knowledge, adapting to new conditions, and

therefore companies often use modern tools (platforms and applications). Tools of corporate social networks quite effectively facilitate employees to perceive and develop new skills, self-improvement and research new knowledge. Cloud-based office suites such as Office 365 help foster a culture of sharing and helping in the enterprise [1].

Career is a dynamic phenomenon, oriented not only by the transition to a higher position, but also by the process of increasing the professional qualification level, employee competence and gaining experience. Career success depends on various factors, interests and circumstances. It is important that the professional career of an employee is related to his professional development, constant, continuous improvement of qualifications and professionalism. However, the development of a professional career should be a systematic and continuous process aimed at achieving the established goals and objectives of a professional career.

The driving force in self-development is the formation of motives that stimulate the individual to independent actions of self-development and self-improvement, to the manifestation of one's own uniqueness, the inclusion of employees in the process of inventive search for non-standard solutions. This is important because purposeful work on the implementation of creative projects contributes to the development of creative activity in compliance with the following conditions: the formation of employee motivation for activities characterized by the desire for creative self-realization; stimulating the development and self-development of employees by the manager; formation of a constant need for self-improvement and career growth; stimulation and purposeful process of continuous education.

One of the most important features of self-education is a maximally individual approach and the ability to choose sources of information that are suitable for you, and by creating your own study plan, you can adapt the process of acquiring knowledge to your needs and capabilities.

Another feature of self-education is flexibility. Flexibility allows you to study at a convenient time, in a comfortable place and at an optimal pace, without breaking away from work. In addition, modern technologies constantly allow obtaining digital literacy and knowledge from a wide variety of sources. After all, digital literacy is the ability to understand and use technology for solving various tasks, data analysis, online communication and personal productivity. Self-education allows you to learn new areas at a comfortable pace, choosing the material and time of study. Regular self-study will help you stay abreast of the latest innovations and trends during the digital transformation.

Therefore, regardless of your current profession or specialization, information, digital and communication skills will open new horizons and

will be able to raise employees to a new level of career growth. Investing in yourself, expanding your knowledge and self-education skills for employees is a sure way to rapid career growth in the time of digital transformation.

REFERENCES

1. Effective Ways to Enhance Workplace Productivity. URL: https://www.inc.com/john-boitnott/6-effective-ways-to-enhance-workplaceproductivity.html (date of access:21.03.2024).

2. Tips On Social Media Recruiting Strategies URL: https://harver.com/blog/social-media-recruiting-strategies/(date of access: 22.03.2024).

3. Talent 2020: Surveying the Talent Paradox from the Employee Perspective. URL: https: //www2.deloitte.com/content/dam/Deloitte/mx/Documents/aboutdeloitte/Talent2020_Employee-Perspective.pdf (date of access: 22.03.2024).

FEDKEVYCH Oleksandr,
Faculty of Information Technologies,
course II, group 4, specialty 121 "Software Engineering",
State University of Trade and Economics,
Kyiv, Ukraine

Scientific supervisor
Borshchovetska Valentyna,
PhD in Education, Associate Professor of the Department
of Modern European Languages, SUTE

THE IMPACT OF ARTIFICIAL INTELLIGENCE AND AUTOMATION ON THE LABOR MARKET: NEW OPPORTUNITIES AND CHALLENGES

The integration of artificial intelligence (AI) and automation into various industries is fundamentally reshaping the landscape of the labour market. This transformation is not merely a technological advancement but a paradigm shift that brings forth both novel opportunities and significant challenges for workers, businesses, and policymakers alike.

One of the primary benefits of AI and automation is the enhancement of productivity and efficiency across diverse sectors. By streamlining

processes and automating repetitive tasks, businesses can optimize resource allocation, reduce costs, and accelerate decision-making processes. This increased efficiency allows human workers to focus on more creative and strategic endeavours, ultimately driving innovation and growth.

However, the widespread adoption of AI and automation also raises concerns about job displacement. Tasks that are easily automated may lead to the redundancy of certain roles, particularly those reliant on manual labour. For instance, in manufacturing industries, robotic automation has replaced assembly line workers in tasks such as repetitive assembly or packaging. Similarly, in customer service, chatbots and virtual assistants are increasingly handling routine inquiries, reducing the need for human agents. Consequently, workers in these sectors must adapt to the evolving demands of the labour market by acquiring new skills and undergoing retraining programs to remain competitive in the digital age [1, p.19].

Despite the potential for job displacement, the integration of AI also creates new job opportunities across various sectors. For example, in healthcare, the use of AI-powered diagnostic tools has led to the emergence of roles such as medical AI analysts or AI healthcare consultants. Similarly, in the transportation sector, the development of autonomous vehicles has spurred demand for specialists in vehicle automation and AI-driven transportation systems. Roles such as AI trainers, data scientists, and robotics engineers are also in high demand as organizations seek to leverage the power of AI technologies to improve efficiency and innovation in their operations. This highlights the importance of fostering a workforce equipped with the necessary skills to thrive in an increasingly digital and automated world. By investing in education and training programs that focus on emerging technologies, individuals can capitalize on the new job opportunities created by AI integration, ensuring their continued relevance in the labour market [4, p.89].

Furthermore, the shift towards AI and automation reshapes the dynamics of employment, leading to a rise in gig economy platforms and remote work arrangements. Freelancers and independent contractors benefit from the flexibility offered by digital platforms, but they also face challenges such as income instability and lack of employment benefits. Remote work becomes more prevalent, enabled by AI-powered collaboration tools and virtual communication platforms, transforming traditional notions of workplace dynamics.

The increasing reliance on AI also raises ethical and societal implications that must be addressed. Concerns surrounding data privacy, algorithmic bias, and the potential for job discrimination underscore the need for regulations that ensure transparency, accountability, and fairness

in AI systems. Additionally, societal attitudes towards work and leisure may evolve as automation reduces the need for human labour, sparking conversations about universal basic income and redefining the concept of work-life balance [3, p.4].

Moreover, the adoption of AI and automation has far-reaching implications for the global economy. It reshapes trade patterns, drives innovation, and influences the distribution of wealth and resources. Developing countries may face challenges in adapting to technological advancements, exacerbating existing inequalities. Collaboration between nations is essential to harnessing the potential of AI for inclusive economic growth and sustainable development.

The integration of artificial intelligence (AI) and automation is revolutionizing various industries, leading to increased efficiency, productivity, and innovation. These technological advancements have the potential to drive economic growth and improve quality of life. However, alongside these benefits come challenges that must be addressed to ensure a smooth transition to a digital and automated future [2, p.26].

One of the key challenges posed by AI and automation is the potential for job displacement. As tasks become increasingly automated, certain roles may become redundant, leading to unemployment or underemployment for affected workers. It is crucial for policymakers, businesses, and educational institutions to collaborate on initiatives aimed at reskilling and upskilling the workforce to adapt to the changing demands of the labour market. Despite the concerns surrounding job displacement, the integration of AI and automation also presents new opportunities for job creation. Industries such as artificial intelligence, data science, and robotics are experiencing rapid growth, leading to increased demand for skilled professionals in these fields. By investing in education and training programs that focus on emerging technologies, we can prepare the workforce for the jobs of the future.

In addition to reshaping employment dynamics, AI and automation raise ethical and societal concerns that must be addressed. Issues such as data privacy, algorithmic bias, and the impact on social inequality require careful consideration and regulation. It is essential to develop ethical frameworks and guidelines to ensure that AI technologies are deployed responsibly and ethically.

In conclusion, the integration of artificial intelligence and automation into the labour market presents both opportunities and challenges. While these technologies have the potential to revolutionize industries and improve efficiency, they also raise concerns about job displacement, ethical implications, and global economic inequality. By addressing these

challenges through collaboration, innovation, and responsible governance, we can harness the full potential of AI and automation while ensuring a more equitable and sustainable future for all.

REFERENCES

1. Autor, D. H., & Salomons, A. Is automation labor-displacing? Productivity growth, employment, and the labor share. Brookings Papers on Economic Activity. 2018. P. 3-25.
2. Brynjolfsson, E., Rock, D., & Syverson, C. Artificial intelligence and the modern productivity paradox: A clash of expectations and statistics. In Economics of Artificial Intelligence. 2019. P 5-35.
3. Autor, D. H. Why are there still so many jobs? The history and future of workplace automation. 2015. P. 1-15
4. Brynjolfsson, E., & McAfee, A."The Second Machine Age: Work, Progress, and Prosperity in a Time of Brilliant Technologies." W. W. Norton & Company. 2014. P. 75-93

YURIEVA Maria,
Faculty of Finance and Accounting,
course II, group 2.1, specialty 071 "Accounting and Taxation",
State University of Trade and Economics,
Kyiv, Ukraine

Scientific supervisor
Radchenko Yulia,
Senior Lecturer of the Department
of Modern European Languages, SUTE

CYBERSECURITY RISKS IN DIGITAL FINANCIAL REPORTING

Financial and banking institutions use account analysis to analyse the comprehensive economic structure of their businesses. The comprehensive financial accounts of the company are examined to ascertain its situation generally and for a number of decision-making rationales. For stakeholders, managers, investors, and other parties, the economic information contained in the financial statements. Account analysis facilitates the detection of potential cybersecurity assaults and enables banks and other financial organizations to spot unexpected and irregular financial transactions. In

conjunction with banks and other financial institutions, account analysis is of interest to creditors, financiers, and potential shareholders [1].

The accounting industry has been transforming over the years due to the rapid advancements in technology. This has led to the digitization and automation of financial processes. However, with this digital revolution comes challenges and risks, particularly in protecting financial information. As accounting data increasingly exists, the importance of robust cybersecurity measures cannot be understated. The American Institute of Certified Public Accountants (AICPA) states that "cybersecurity is one of the top issues on the minds of management and boards in nearly every firm in the world – large and small, public and private". Therefore, it is extremely important that although firms are only required to provide qualitative descriptions and do not need to quantify the likelihood or impact of the disclosed risks, they should be responsible in what and how to disclose [2]. Cybersecurity risk and incident disclosures by firms are understood as signs of internal control material weaknesses in financial reporting and can therefore present significant risk factors to the quality of financial reporting seen in firms' annual reports.

Cybersecurity risk incidents in major organizations can result in significant damage to breached firms in terms of remediation costs, fines, and reputation for years. For example, the known Equifax data breach in 2017 resulted in the exposure of sensitive financial information belonging to millions of individuals. This incident caused financial and reputational damage to the company. Such instances highlight the need for accounting professionals to possess knowledge and expertise in cybersecurity practices to protect their client's financial information.

Financial accounting is now seen as the entry point for gaining access to a wealth of sensitive data, allowing a cunning hacker to defraud the firm's clients. The bigger and better the picture they develop of the companies they wish to target, the more information they gather, which could result in the financial statements suffering a catastrophic financial loss and the bank suffering damage to its reputation [1].

There are different ways cyber-attacks target accounting information, some of the typical types are:

- Phishing attacks: in context of accounting phishing attackers can try to trick accounting professionals into revealing sensitive financial information and passwords by posing as legitimate entities via email and other messaging services. Thus, criminals might gain unauthorized access to financial data, manipulate it and even carry out fraudulent transactions;

- Ransomware attacks: ransomware, which is a kind of malware, encrypts critical financial records and demands a ransom payment in

exchange for the decryption key. Due to the prevalence of remote work accounting firms may fall victims of these attacks more easily given that employees access sensitive financial data from their own devices and use weak passwords;

- Data breaches: data breaches involving unauthorized access or disclosure of sensitive accounting information can have far-reaching consequences. Breached accounting data, such as financial records, payroll information, or client details, can be exploited for financial fraud, identity theft, or corporate espionage;

- Business email compromise attacks: BEC attacks involve sending seemingly genuine emails on behalf of supervisors, senior company leaders or vendors to professional accountants in order to obtain sensitive information. For instance, an attacker posing as a company's CEO may email an accountant asking them to transfer funds to the criminal's account;

- Insider Threats: Insider threats pose significant dangers to accounting information, involving individuals within an organization misusing their access privileges. Insiders, including employees, contractors, or partners, may intentionally or unintentionally compromise accounting data [3].

All of the above can result in data theft, financial losses, compromise of economic data and operational disruptions posing significant risks to accounting information's accuracy, availability, and integrity.

As cyber-attacks are gradually progressing from isolated to widespread, banks and financial institutions should reconsider their strategy and shift their focus from prevention to resistance. Rapid response time can aid in minimizing the cyber breach's impact on the bank's financial statements and reputation. Financial institutions should focus on improving the accounting team's and managers' knowledge through training on the latest cybersecurity threats. To increase professional expertise, banks should work more closely with reliable training centres to organize training programs. The cash flow, balance sheet, and profit and loss statements are very helpful records for accountants and managers but require extreme protection from unauthorized individuals. Making financial statements is a difficult operation that takes a lot of work, but users today demand information that is of high quality. Accounting software should also be constantly updated, renewed, and checked daily. Large financial institutions with a lot of financial information may have a greater chance of being the target of the recent cyber breach [1].

Securing accounting information against evolving cyber threats requires an effort, and it's crucial to have a layered defence strategy in

place. Data can be secured through strong access controls, data encryption, secure configuration management, regular risk assessments, network segmentation, employee awareness and cybersecurity training and continuous monitoring [3]. It is essential to consider organizations' specific needs and requirements when implementing cybersecurity measures.

REFERENCES

1. Saad A. K. A., Hanan Ali Alawawdeh, Saleh A. The impact of cybersecurity on the quality of financial statements. *Applied Mathematics & Information Sciences, an international journal*. 2024. Vol. 18, No. 1. P. 169–181.
2. Najeb M., Ghassan Al-Utaibi The determinants in cybersecurity risk disclosure in firms' financial reporting: empirical evidence. *Research in Economics.* 2022. Vol. 76, No 2. P. 131–140.
3. Abdullahel K., Nazma A. Securing financial Information in the digital realm: case studies in cybersecurity for accounting data protection. *American Journal of Trade and Policy.* 2023. Vol. 10, No 1. P. 15–26.

Наукове електронне видання

ТРАНСФОРМАЦІЙНІ ВИКЛИКИ У ЦИФРОВОМУ СУСПІЛЬСТВІ

ТЕЗИ ДОПОВІДЕЙ
V ВУЗІВСЬКОЇ СТУДЕНТСЬКОЇ НАУКОВОЇ КОНФЕРЕНЦІЇ

(Київ, 09 квітня 2024 року)

Видавець і виготовлювач
Державний торговельно-економічний університет
вул. Кіото, 19, м. Київ-156, Україна, 02156
Тел. (044) 513-74-18
Електронна пошта knute@knute.edu.ua
113Е-2024

Свідоцтво суб'єкта видавничої справи серія ДК № 7656 від 05.09.2022